

Zaheen Hussain

CREATIVE COPYWRITER

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WORK EXPERIENCE

Feb 2022 - Present
Dubai, U.A.E.

Senior Copywriter
DAMAC Properties

As Damac's in-house Senior Copywriter, I am responsible for creating and overseeing brochures, launch videos and other collateral for the some of the property giant's biggest launches in the region, such as Safa 1, Safa 2, DAMAC Lagoons and Beverly Hills Drive.

Sep 2020 - Feb 2022
Dubai, U.A.E.

Senior Copywriter
MullenLowe MENA

As one of the lead copywriters for First Abu Dhabi Bank, I was responsible for much of the creative work we did for the brand, including regional branding campaigns, CSR initiatives and a host of BTL work.

Mar 2019 - Feb 2020
Dubai, U.A.E.

Senior Copywriter
Leo Burnett

Worked on several campaigns, pitches and proactive work for a variety of clients, including McDonald's, Emirates Airlines, Western Union, Ferrero Rocher, Kinder Chocolate, Raffaello, Tic Tac, and Meraas.

Dec 2017 - Nov 2018
Dubai, U.A.E.

Freelance Copywriter
Mullenlowe, Impact Proximity, Wundermann, Mindshare, Socialeyez

Worked with several agencies and clients, both big and small, on a range of exciting projects, the most prominent of which was the Dubai Fitness Challenge, a month-long, city-wide fitness initiative by the Crown Prince of Dubai.

Brands I worked on:

Dubai Fitness Challenge, Dubai Tourism, ADCB, Dell, Jotun, Microsoft, Visa Middle East, The Happiness Journey, U.S. Embassy in Abu Dhabi, Jumeirah Group, Kone Cranes, Mister Baker, SWITZ Group, etc.

Jul 2016 - Nov 2017
Dubai, U.A.E.

Lead Copywriter
Young & Rubicam

Lead Copywriter for Nando's, Mall of the Emirates, Mashreq Bank, Al Ain Water, Honda and UNHCR. Helped produce some award-winning work during my time here, and worked and honed my craft with some of the industry's top names.

Jun 2014 - Apr 2016
Toronto, Canada

Barrett and Welsh
Copywriter

In my first real forays in advertising, I helped name and brand Canada's first South Asian grocery chain, produced dozens of campaigns for Canada's leading bank and picked up several awards along the way. Some notable brands I worked on included TD Canada Trust, Sobeys, Dish TV North America, Walmart and Unilever Canada.

EDUCATION

2014
Toronto, Canada

PG Diploma In Advertising Copywriting
Humber College

2012
Toronto, Canada

PG Diploma In Journalism & New Media
Sheridan College

2010
Dubai, U.A.E.

Bachelor's In Media & Communication
Manipal University, U.A.E

AWARDS

2018

Dubai Lynx Awards
Dubai, U.A.E.

The Green Light Project
Bronze: Direct
Shortlist: Innovation
Shortlist: Design

#Voice4Alan
Shortlist: PR

2017

Cannes Lions
Dubai, U.A.E.

The Green Light Project
Shortlist: Design

2016

Marketing Awards
Toronto, Canada

Chalo FreshCo
Silver: Multicultural Print
Silver: Multicultural Integrated

TD Canada Trust
Bronze: Multicultural Print

Summit International Awards
Toronto, Canada

Chalo FreshCo
Gold: New Product Launch