

MERIAM RAOUF

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I'm a Creative Director & Copywriter with a knack for crafting compelling, culturally-tuned narratives that resonate with diverse audiences. My expertise lies in blending innovative copy with strategic creativity to drive both social and earned media success. I've had the privilege of working with top-tier brands to elevate their presence, generating authentic engagement from their communities. Whether it's a punchy headline or a bold campaign, I'm driven by the power of storytelling to create impact that lasts.

PROFESSIONAL EXPERIENCE

Senior Copywriter → ACD (Copy) Oct 2022 - Nov 2024

Cashmere Agency

- Refined Google Play's brand voice and oversaw a design refresh, **tripling positive sentiment** across brand channels, Managed and mentored numerous creatives.
- Wrote social copy (SunRise Seltzer) that received **10x engagement** compared to previous posts/competitors.
- Wrote several speeches for Taco Bell executive board.

Senior Copywriter 2019-2020

We Are Alexander

- Wrote clear, persuasive copy for print, digital & video across all Anheuser-Busch brands
- Ran large-scale shoots with major talent for premium social franchises.

Copywriter 2018-2019

Arttech Holdings

- Managed simultaneous campaigns & social for a variety of theater software.
- Wrote over 50 live-action scripts for customer FAQ and onboarding materials.

EDUCATION

Columbia School of the Arts, 2016, MFA in Fiction
Columbia University, 2013, BA in Writing/Visual Art
Université Paris-Sorbonne, 2012, Fine Arts

TECH

Adobe InDesign, Photoshop & Illustrator, QuickBooks, FileMaker, Mailchimp, Keynote, Google Analytics, WordPress, Buffer, Sprout Social, Buffer & Hootsuite.

LANGUAGES

Arabic & French

CLIENTS

GooglePlay, Instagram, Disney, Taco Bell, Sunrise Seltzer, Kirin Ichiban, FX's *It's Always Sunny in Philadelphia*, Rocket Mortgage, Anheuser-Busch, Stella Artois, Teavana, Ritas, LandShark, Hiball Energy, Bud Light, Natural Light, Natty Daddy Lemonade, Teeling Stranahan's, Hangar 1, Folonari, Bolla, Reunite, and Drink Wildman.