


# Aladdin Ramadan

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## Summary

A 35 y/o copywriter with more than 13 years of experience in online marketing. Expert at writing top-ranking articles as well as landing pages that convert.

As a copywriter, I write the text you read on brochures, billboards, websites, emails, advertisements, catalogs, and more. Yes, that's what copywriting is, and that's what I do — assembling words into persuasive sentences. I fill my day with language and words, which I'm usually crafting for other people I get to write for a wide variety of clients, from every industry you can imagine. I talk to people and learn about their businesses, their goals and their challenges, then kick it off to boost with words

Work I'm proud of:

IMG Worlds "The Ride Never Ends" campaign that spread across all seven emirates and 42 Metro Stations in Dubai in addition to a billboard that stretched 248 meters (nearly Quarter of a Kilometer) on the Middle East most famous road (Sheikh Zahedan Road - Dubai, UAE)

Cinematic premiere social media campaigns: Batman Trilogy, Superman "Man of Steel", Heinz Ketchup Egypt and many more.

TAMM - Abu Dhabi Digital Government

TPConnects - IATA NDC level 3 Oman Air API Technical Documentation

## Experience

### Strategic Marketing Specialist

Cleanco Waste Treatment LLC

Dec 2021 - Jun 2022 (7 months)

Digital Transformation of Medical & Hazardous Waste Management solutions

Achievements:

- 1) Successfully acquired the organization memberships for top 2 globally recognized waste management associations.
- 2) Handled the PR & Media communications and publications to acquire a feature cover story on the waste & recycling magazine on tackling the medical waste challenge during the COVID-19 pandemic

### User Experience Writer

Publicis Sapient

Oct 2019 - Jul 2020 (10 months)

TAMM - Abu Dhabi Digital Authority

## **Senior Arabic Copywriter**

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Nov 2018 - Oct 2019 (1 year)



## **Technical & UX Writer**

TPConnects Technologies

Jan 2017 - Nov 2018 (1 year 11 months)

Achievements:

1) IATA NDC Technical API documentation for Oman Air

2) Travel Aggregator Agent/User journey UX Copy



## **Digital Content Manager**

Home of Hope Hospitals

Feb 2014 - Jan 2017 (3 years)



## **Social Media Manager & Copywriter**

BSocial

Mar 2011 - Feb 2014 (3 years)

Achievements:

Facebook Studio Awards Nominations for Most Creative Campaigns

## **Education**



### **Ain Shams University**

Bachelor of Arts - BA, English Language and Literature/Letters



### **Emirates PVT. schools**

High School Diploma

## **Licenses & Certifications**



**Political Translation Course** - Middle East News Agency (MENA)



**Facebook Power Ads** - SBKITS



**CSX Cybersecurity Fundamentals Certificate (CSXF)** - Programming Hub

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## Skills

Copywriting • Editing • Research • Marketing Communications • User Experience (UX) • Translation  
• Web Design • Prototyping • User Interface Prototyping • Adobe Creative Suite

## Honors & Awards



### **Tie Shop MOST LIKED CAMPAIGN**

Jan 2012

FACEBOOK STUDIO AWARD NOMINEE



### **LiNkDSL | Outstanding Social Creative Ideas - Facebook Studio Awards Nominee**

Jan 2013

Link SURVEY APPLICATION