

PROFILE

A decade positioning and launching premium brands and places, and growing the audiences around them. Some of them did not exist yet. Mostly the Gulf, across aviation, hospitality and tourism, ending on **NEOM**: destination launches, the messaging underneath them, and the go-to-market that carried them across markets and agencies. I have built positioning from nothing three times, on NEOM, Hard Rock Hotels and Six Flags, and taken two of them into new markets. In fintech, **Payit**, the UAE's first fully-featured digital wallet, where one launch had to land with two segments holding opposite anxieties, all through bank compliance. Alongside that I grew my own Instagram **to 30,000 in six months**, with no team, no budget and no brand behind it, which is where I learned what actually travels.

EXPERIENCE

Head Copywriter · Monks

FEB 2022 to JAN 2026

REMOTE · NEOM AND SIX FLAGS

- Owned brand positioning and launch messaging on NEOM for four years: two junior writers, a revolving cast of freelancers, and interns I trained myself, on a budget that never stretched further.
- Built the positioning and messaging architecture from nothing, wrote the guidelines the whole organisation worked to, then governed them as the last word on brand copy across multiple agencies, regional teams and senior stakeholders.
- Held one standard across seven social channels. Audience grew **from 2.1M to 4.28M, up 104%** in four years.
- Led go-to-market messaging for three destination launches: Trojena, Sindalah and Oxagon, plus brand platforms, campaigns and every word on NEOM.com.
- Partner and sponsorship campaigns for NEOM, including McLaren.
- Executive communications and enablement: ghostwrote on LinkedIn for senior leadership at NEOM and later at First Abu Dhabi Bank.
- Six Flags (2024)**: competitive analysis of every rival park, then new positioning and a design language to take the brand into Saudi Arabia, and the go-to-market campaign for its first park in the Kingdom.

Senior Copywriter · MullenLowe MENA

SEP 2020 to DEC 2021

REMOTE · DUBAI

- Senior copywriter on First Abu Dhabi Bank, the UAE's largest bank, across print, radio, digital, social and internal comms. Led launch messaging for Payit, the UAE's first fully-featured digital wallet, and its Digital Marketplace: segment positioning, in-app copy, press releases, social, and executive communications.
- Also wrote for Unilever, Vimto and Majid Al Futtaim.

Senior Copywriter · Publicis (Leo Burnett & Saatchi & Saatchi)

JUN 2019 to OCT 2020

DUBAI

- Campaign and brand copy for Emirates, Mercedes-Benz, Ferrero (Kinder), Jeep and Vodafone.
- Concepted and wrote integrated campaigns across TV, print, digital and experiential, inside two of the world's most awarded networks.

Senior Copywriter · MullenLowe Open

NOV 2016 to MAY 2019

ABU DHABI

- The Etihad Holiday Machine.** Concept through to go-to-market: a steampunk installation at London Paddington, rolled out as a 360 campaign. Etihad Holidays' best sales year ever, **revenue up 118%**.
- Brand and campaign copy for Etihad Airways, Mercedes-Benz and Hyatt Hotels.

SELECTED FREELANCE & INDEPENDENT

- Hard Rock Hotels (2022).** Web copy for the entire global portfolio, 150+ pages, plus the voice rules that stopped it drifting across markets.
- Gili Lankanfushi, Maldives.** Web and social copy for one of the world's highest-ranked resorts.
- Qatar Airways, via TripleTwo (2016).** Qsuite across digital, web, social and PR.
- My own audience.** Zero to 30,000 on Instagram in six months, learning in public which hooks travel and how attention converts.

SKILLS

TEAM LEADERSHIP

BRAND VOICE & GOVERNANCE

CONTENT STRATEGY

POSITIONING

CAMPAIGNS & LAUNCHES

ORGANIC GROWTH

CREATIVE DIRECTION

HOOKS & SHORT-FORM

AI-ASSISTED CONTENT

EDUCATION

BA English Language (2:1)
Brunel University, London