



DANA BARI

**Senior Creative Arabic Copywriter &
PR Communications**

PROFILE

Experienced Arabic Copywriter and PR Communication Specialist with a proven track record in creating impactful content across digital platforms. Skilled in SEO, content strategy, and influencer relations, delivering high-quality communication in both Arabic and English.

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EDUCATION

University Of Sharjah

Mass communication - Radio & TV
Spring 2015

WORK EXPERIENCE

AL SAYEGH MEDIA AGENCY

The Museum of the Future, Dubai Health Care Authority & UAE Elections

March 2023 - Present

- Lead the creation of Arabic content for major projects, including the Museum of the Future and UAE Elections.
- Develop and implement editorial content strategies and manage LinkedIn campaigns.
- Write and proofread PR releases, speeches, and formal letters to ensure clear and effective communication.
- Create Arabic scripts and subtitles, manage social media content, and oversee community engagement.

Dubai Media Incorporated – Dubai TV

Senior Digital Content Producer

Dec 2017 – March 2023

- Managed and produced digital content for leading Arabic TV programs.
- Executed live social media coverage, video production, and content strategy across digital platforms.
- Coordinated influencer campaigns and managed backend content for Awaan VOD..



WORK EXPERIENCE

Wunderman Thompson

Freelance Arabic Copywriter

Sept 2022 – Dec 2022

- Created Arabic content for international beauty brands such as L'Oréal and YSL.
- Translated and adapted multimedia content to align with brand voices and market trends.

Ferns N Petals

Freelance Arabic Copywriter & Translator

Mar 2021 – Aug 2022

- Developed SEO-focused Arabic content for e-commerce platforms.
- Conducted website audits and optimized content based on user behavior and SEO best practices.

Kreata Global Agency

Social Media Executive & Influencer Relations

Oct 2016 – Mar 2018

- Managed social media channels, influencer campaigns, and content creation for brands including Clarins Middle East and Bayara.
- Analyzed performance metrics to drive strategic planning and content optimization.

Ahlan Arabia Magazine

Assistant Editor - News Editor

Jan 2016 - May 2016

- Supported editorial and promotional activities, including content creation and event promotion.

Al Bayan Newspaper

Assistant Editor - Trainee

Oct 2015 - Dec 2015

- Contributed to social media and news article production, including translation and content adaptation.

Sharjah TV

• Assistant Editor - Trainee

• **May 2015 - Sep 2015**

Assisted with news editing and voice-over production, gaining hands-on experience in news collection and content rewriting.

PORTFOLIO LINK:

<https://danahbari.myportfolio.com/work>

