RAFEEF THAMER

Senior Copywriter | Project manager

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📍 Baghdad

EDUCATION

Bachelors in Translation and Interpretation

Al Mustansiriya University

📅 09/2017 - 08/2020

EXPERIENCE

Junior Copywriter

Post Agency

📅 06/2021 - 03/2022　　📍 Iraq

Copywriter | Content Creator | Project manager

Dal Agency

📅 03/2022 - 08/2022　　📍 Iraq

Senior Copywriter | Project Manager

EarthLink Telecommunication

📅 03/2022　　📍 Iraq

- Developed and executed creative campaigns in various formats (videos, GIFs, pictures) on social media platforms.
- Generated and implemented content for websites, YouTube channels, and live events.
- Formulated and executed social media strategies across various channels.Designed and executed content plans for live events and CSR initiatives.
- Gained over 20M+ Video views.
- Crafted slogans, taglines, and scenarios for campaigns and events.Produced print materials such as flyers, brochures, flexes, media walls, T-shirts, and company profiles.
- Engaged with clients to understand their needs and deliver tailored solutions and managed the end-to-end implementation of campaigns and content.Conducted research to enhance campaign effectiveness.
- Coordinated project activities and managed project timelines.

Senior Copywriter | Head of content

4corners agency

📅 03/2023 - Present　　📍 Iraq

- Produced innovative and eye-catching content for all printing materials, ensuring alignment with brand identity and messaging objectives.
- Managed and curated all written content, maintaining consistency in tone, style, and messaging across all communication channels.
- Formulated and executed comprehensive content strategies to reach target audiences and achieve marketing goals.
- Conceptualized and produced creative television commercials (TVCs), collaborating with cross-functional teams to bring ideas to life.
- Orchestrated integrated marketing campaigns spanning multiple mediums, ensuring cohesive messaging and maximum impact across platforms.
- Optimized content on all social channels to boost organic search results of clients from 600 views a day to 2000 views a day.

SUMMARY

Al-Mustansiriya university, Baghdad, Iraq • As a translator student, I was the top of my class. Being able to speak both Arabic and English fluently has provided me with the ability to shape the language as I wish and to be great at what I do. As a very social person, my communication skills always exceed expectation. And as a bilingual, I have a great mentality and open mind to learn and interact with different mindsets and cultures. And through interacting with people of different backgrounds and different personalities I have learned how to communicate with all people
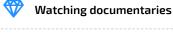
LANGUAGES

Arabic
Native　　　　　　●●●●●

English
Native　　　　　　●●●●●

SKILLS

Content Strategy　　Csr

Project Management

PASSIONS

💎　Reading

💎　TV series

💎　Video games

💎　Watching documentaries

💎　Watching movies

💎　Writing stories

TRAINING / COURSES

Full-stack bootcamp

VOLUNTEERING

Instructional Facilitator

Leaders of Tomorrow

📅 01/2023 - 09/2023

My education experience equips me with skills vital for tech roles: breaking down complex concepts, crafting tailored materials, managing diverse groups, and a strong foundation in education for success in tech.

PROJECTS

Movie web application

📅 02/2024 - 06/2024   📍 baghdad

I was able to build a movie web application

- Built a movie web application from scratch using HTML, Tailwind CSS, Next.js, and JavaScript.
- Leveraged API fetch to dynamically retrieve movie data and populate the application.
- Implemented server-side rendering for improved performance and SEO optimization.
- Designed and styled the application interface using Tailwind CSS, ensuring a modern and visually appealing user experience.
- Ensured seamless integration of front-end and back-end functionalities, enabling smooth navigation and interaction within the application.
- Tested and debugged the application to ensure functionality across different browsers and devices.
- Incorporated responsive design principles to ensure optimal viewing experience on various screen sizes.