



CONTACT

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Doha

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LINKS

medium.com/@fbnas
fbnas.substack.com

LANGUAGES

English

Native. Primary working language.

Arabic

Native speaker. Professional copy produced through AI-assisted workflows.

French & Spanish

Basic.

EDUCATION

MA Comparative Arts & Media: Design Cultures

Vrije Universiteit Amsterdam, 2012

BA Graphic Design: Typography

Notre Dame University Louaize, 2011

TOOLS

AI-assisted creative production (Claude, GPT, Gemini) · Python · Local LLMs · ML APIs · Google Cloud · HTML/CSS · Presentation design

INTERESTS

Cultural trends, speculative fiction, critical theory, gaming, typography.

Fares Bou Nassif

Lebanese · Qatar Resident

Creative technologist and copywriter with 15 years across government, cultural, and consumer brands in the Gulf. Build AI-enhanced creative workflows that deliver bilingual content: campaign copy, speeches, video scripts, editorial, and strategic decks. Shaped brand voice and institutional narrative for DCT – Abu Dhabi and Qatar's Ministry of Communications. Now combine that foundation with AI-first production methods.

EXPERIENCE

Communications Consultant, Digital Industry Affairs

10/2025 – Present

Ministry of Communications & Information Technology · Doha

- Speeches, strategic decks, and briefing materials for senior leadership on TASMU Smart Qatar and national digital industry priorities.
- Press releases, video scripts, and social content for programmes including the TASMU Accelerator Demo Day.
- Translate complex technology and ecosystem initiatives into clear, strategic narratives for government and partner audiences.

Founder, Creative Technology & Strategy

04/2024 – Present

FACT Special Projects · Doha

- Developed a phased creative methodology that compresses strategic-creative work from weeks to hours using AI-assisted production.
- Building creative intelligence and content support tools (currently in testing) alongside bilingual workflow systems for client engagements.

Senior Content Writer

11/2023 – 02/2024

Crossover · Remote

- In-house copywriter for EdTech brands (GT School, 2Hr Learning, Alpha School): launch campaigns, landing pages, product messaging, and video scripts including early LLM-driven scriptwriting and generative video prompt design.
- Scaled creative output 3x by building AI-assisted production workflows across copy and video.

Senior Copywriter, DCT – Abu Dhabi

05/2017 – 06/2022

Al Sayegh Media · Abu Dhabi / Remote

- Built the brand voice for the Department of Culture and Tourism – Abu Dhabi from the ground up, defining narrative identity across Abu Dhabi Culture and the Manarat Al Saadiyat arts centre.
- Press communications, speeches, and video scripts for government and cultural leadership across campaigns, exhibitions, and cultural programming.
- Campaign copy and editorial content across Arabic and English, working within design, curatorial, and production teams.

Senior Strategic Copywriter

02/2015 – 03/2016

UM MENA (IPG Mediabrand) · Dubai

- Campaign copy and content strategy for Fanta, Coca-Cola, Reckitt Benckiser, Reese's, and Hershey's across regional integrated campaigns.
- Led pitch content for new business wins including Audi, Sprite, and Sadia. Provided tech and innovation support for client work through the UM Labs initiative.

Deputy Editor

08/2010 – 05/2015

Quint Magazine · Remote

Wrote and edited editorial sections on Design, Literature, and Music. Managed freelancer teams, shaped the publication's editorial voice.

Freelance practice (2012 – present): Agency collaborations with Omnicom Group, Leo Burnett, and DDB. Creative copywriting, brand storytelling, and ghostwriting for international brands and startups. Deliverables include op-eds, research papers, ebooks, and TV/video scripts.