

## Fares Bou Nassif

Lebanese (Qatar Resident)

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Creative technologist, writer, and narrative strategist with experience across advertising, long-form communication, and digital-industry environments.

Blend strategic communication, systems thinking, and product-led creativity to turn complex ideas into clear, usable narratives and early-stage products. Work across emerging technologies, ecosystem and startup contexts, focusing on learning, talent, and creative work through a world-building approach that makes intricate concepts intuitive and meaningful.

### EXPERIENCE

*Ministry of Communications and Information Technology, Doha, Qatar* 10/2025 - Present

#### **Communications Consultant, Digital Industry Affairs**

- Write speeches, strategic decks, and briefing materials for digital industry and smart country priorities, including TASMU Smart Qatar.
- Translate emerging technologies and ecosystem initiatives into clear, strategic narratives for leadership and partners.
- Produce press releases, social content, and video scripts supporting digital adoption and innovation programmes.
- Contribute research and content strategy for talent development, startup enablement, and sector growth.

*FACT Special Projects, Doha, Qatar*

04/2024 - Present

#### **Founder – Story & Strategy**

- App building across infrastructures and environments, particularly with Claude Code and the Google Cloud ecosystem.
- Lead a strategic consultancy focused on applied narrative research & AI-assisted creativity.
- Independently developed product specifications, business plans, and MVP prototypes using Replit, APIs, and Google services.
- Test methodologies that combine human creativity and AI through independent projects such as Nexworld and custom AI machines to build engaged narrative communities.

*Freelance Consultant, Remote*

03/2012 - Present

#### **Narrative Strategist & Creative Consultant**

- Design AI-first writing and strategic storytelling models for large-scale content projects.
- Lead pitch content strategy and production, securing partnerships for international brands.
- Assist startups across sectors with launch content materials.
- Deliver ghostwriting projects, including op-eds, research papers, ebooks, and TV scripts.
- Agency creative collaborations include Omnicom Group, Leo Burnett, and DDB.

Crossover, Remote

11/2023 - 02/2024

### **Senior Content Writer**

- Assisted EdTech brands: GT School, 2Hr Learning, and Alpha School.
- Utilised AI tools to scale content marketing and writing production by 3x.
- Automated content generation (including video), enhancing quality and speed.

Al Sayegh UAE, Remote

05/2017 - 06/2022

### **Remote Senior Copywriter**

- Lead content strategy for Department of Culture and Tourism - Abu Dhabi (Abu Dhabi Culture & Manarat Al Saadiyat), developing a distinctive narrative voice.
- Produced policy-aligned press comms and speeches for cultural and government accounts.

UM MENA, Dubai

02/2015 - 03/2016

### **Senior Strategic Copywriter**

- Content strategy and writing: Fanta, Coke, Reckitt Benckiser, Reese's, and Hershey's.
- Pitch development as content lead, major wins include Audi, Sprite, and Sadia.
- Spearheaded content innovation projects as part of the UM Labs initiative.

Quint Magazine, Remote

08/2010 - 05/2015

### **Deputy Editor**

- Curated, wrote, and edited key sections, particularly Design, Literature, and Music.
- Supported freelancer teams and contributed to strategic initiatives for Quint Studio.

## **EDUCATION**

MA in Comparative Arts & Media: Design Cultures

Vrije Universiteit Amsterdam, 2012

BA in Graphic Design: Typography

Notre Dame University Louaize, 2011

## **EXTRA**

- Multilingual: Native English and Arabic, basic French and Spanish.
- Technical: Python, local LLMs, fine-tuning, various ML APIs, AI toolkits, Google services, Replit, HTML/CSS; literate in C/C++, Java.
- Cultural trends, speculative fiction, critical theory, gaming, and typography.

Samples & references available upon request.