



# Youssef Achour

## Creative Portfolio



# About Me

Originally from Beirut- Lebanon, Youssef has more than 12 years of experience in marketing & communications across the MENA and GCC region, working in all forms of marketing, both online and offline. An inquisitive individual and natural born salesperson, he always had a passion for advertising, storytelling, and marketing psychology in general.

Throughout his career, he was able to undertake projects with world-class organisations, and was capable of delivering them with exceptional results, ahead of time, which always exceeded his clients' expectations.


A tinkerer and adventurer at heart, he has many interests including: reading, learning new languages, travelling, photography, and discovering new cultures. He is also sports fanatic and petrol head by nature, as he enjoys learning about all types of cars, engines, and vehicles.




# How can I help you?

From local SMEs to multinational corporations, a highly recognised list of clientele shows the level of his commitment and expertise. His dedication, perfectionism and experience in branding, product marketing, creating successful campaigns, and tracking consumer behaviour is what makes his work very unique, in addition to winning multiple awards for several campaigns.

His projects have covered a variety of industries and sectors from banking and finance, to Oil & gas, Legal and Governmental entities, NGOs, Hospitality, Retail, Engineering, Automotive, FMCG and Pharmaceutical companies, in addition to collaborations with worldwide advertising agencies and multinational influencers.



Since being on the agency side, Youssef has transitioned to the client side, working with leading brands on several projects and is always on the lookout for a bigger challenge, crossing the digital divide.



# My Services

Engaging Online Content  
Company Profile  
Proofreading & Ghost-writing  
Translation & Copywriting  
Full Marketing Campaigns  
Product & Employee Manual  
Full Media Kit & Creative Brief  
Proposals & Research Papers  
Strategy Plans & Case studies  
Internal Communications PPT  
Transcribe Audio Content

Creative Slogans  
Advertorials & Blog Articles  
Promotional Content  
Customer Stories  
Press Releases & Newsletters  
Boilerplate Texts  
FAQ Sheets & E-books  
Market Research  
Video Storyboards  
Podcast Scripts  
Reports & White papers

# My Clients

Get a glimpse at some of  
my biggest clients!



# Didn't you know?

**180+**

## Projects

Successfully completed  
for multiple clients

**12+**

## Years

Of marcom and writing  
experience

**70**

## Companies

Across seven countries in  
the GCC & MENA Region

**3**

## Languages

My work covers: Arabic,  
English & French



**Welcome to my  
Masterpieces**



# Influencer Collaborations

## Steve Harvey- Qasr Al Watan

Channel: YouTube

Views: 363,003



## Dana White UFC 242 Promo

Channel: YouTube

Views: 310,156



## Raheem Sterling – Day in AD

Channel: Instagram

Views: 250,156





# Events & Trade Shows

Here are some of the events I've helped prepare, organise, and promote:



# Content Writing

## GULF 12 HOURS RACE

Yas Marina Circuit  
DECEMBER 12 - 14

Yas Marina Circuit welcomes the ninth edition of the Gulf 12 Hours Race, the most glamorous Le Mans Style - endurance race in the region. Watch teams line up on the grid and compete with one another on one of the world's most challenging circuits for three whole days!

## سباق "الخليج 12 ساعة"

حلبة مرسبي ياس  
12 - 14 ديسمبر

ترحب حلبة مرسبي ياس بالاحتفال التاسع من سباق التحمل الأكثر شهرة وأصوباً في المنطقة، سباق "الخليج 12 ساعة". شاهد الفرق تتنافس مع بعضها البعض على واحدة من أكثر الدارات تحدياً في العالم لمدة ثلاثة أيام كاملة!

## AL HOSN FESTIVAL: JADAL CONCERT

Cultural Foundation  
DECEMBER 12

Gear yourselves up for a one-of-a-kind performance by Jadal. The Jordanian Arabic rock band is coming to town to amaze the crowd with their hit songs and unique musical style.

## مهرجان الحصن: حفلة فرقة جدل

المجمع الثقافي  
12 ديسمبر

عقبوا الجولة استثنائية مع الحفل الموسيقي الذي لا يكرر "جدل". استعدوا للاحتفال بفرقة ألوك الأردنية من خلال مهرجان الحصن الذي قدمت أدهش الجمهور بأغانيها الرائعة وأسلوبها الفريد.

## SHEIKH ZAYED FESTIVAL

Al Wathba  
RUNS UNTIL FEBRUARY 1

Sheikh Zayed Festival returns once again with bigger surprises and more activities at Al Wathba. Whereas different cultures from all over the world come together to share their rich traditions and folkloric dances, in addition to the fun and educational events for the entire family.

## مهرجان الشيخ زايد

الواثبة  
يشتتمر حتى 1 فبراير

يعد أكبر مهرجان الشيخ زايد في الإمارات أكبر احتفالات لكافة دول العالم، حيث تجمع ثقافات مختلفة من جميع أنحاء العالم لتشارك تراثها وتقاليدها الشعبية، بالإضافة إلى الفعاليات الترفيهية والتعليمية لجميع أفراد الأسرة.

# Online Contests

**Date Crown Gold Contest**  
Channel: Instagram & FB



**Manchester City Contest**  
Channel: Instagram



# Award-winning Campaigns

**Kenwood ME**

Mother's Day Campaign



**Twix ME**

Dip or Dunk Contest



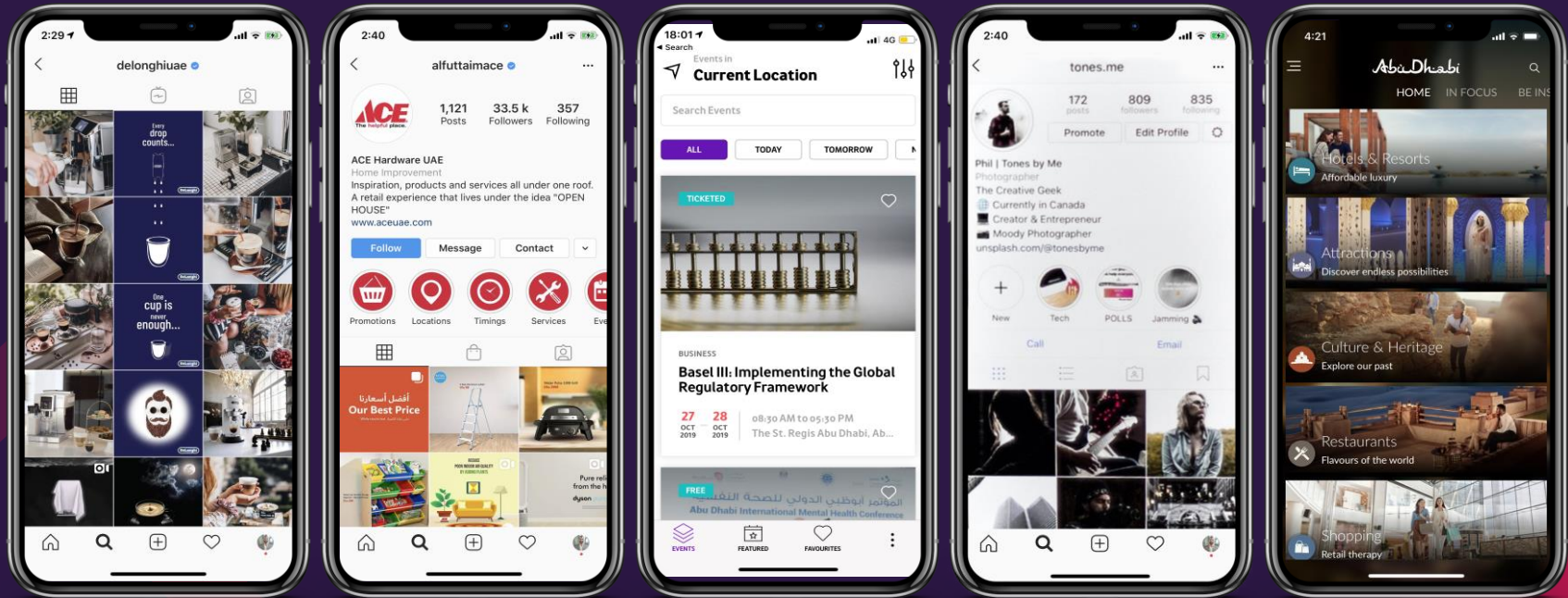
**De'Longhi ME**

Ramadan Campaign





# App & Social Content



# Creative Slogans

**Yas Mall**  
UAE National Day



**Emirates Global**  
**Aluminium** Anniversary

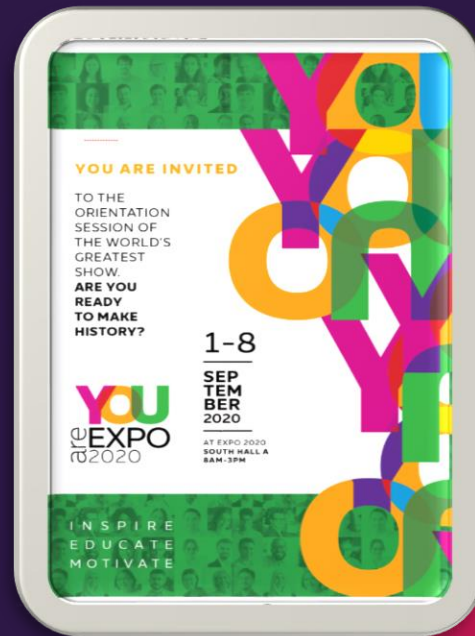
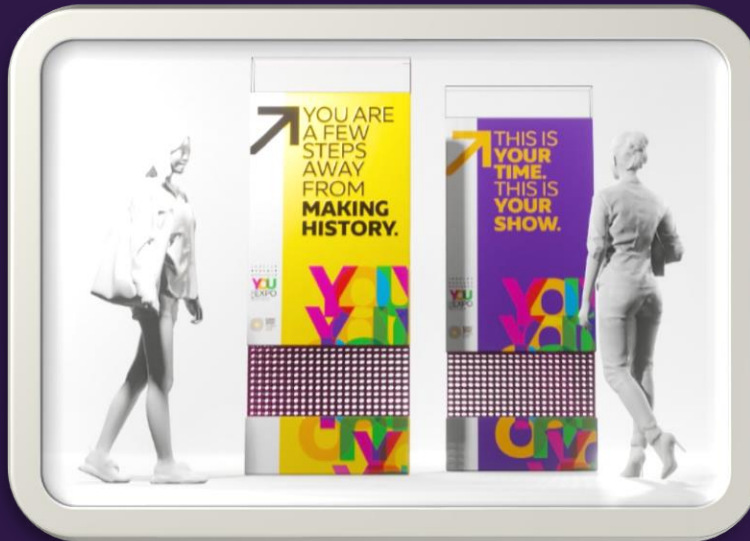


**Rediscover Abu Dhabi**  
Virtual Campaign



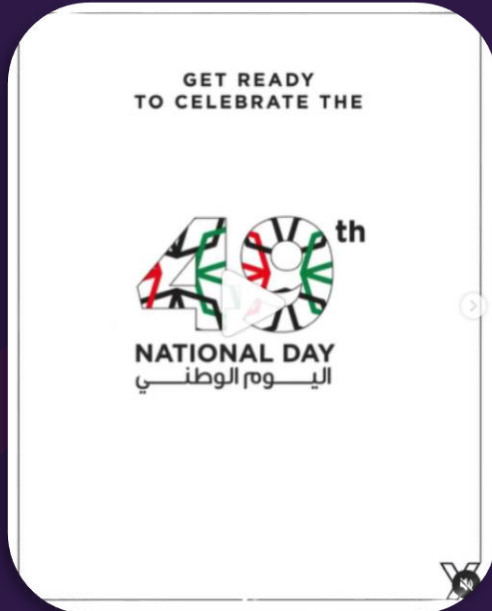
# Branding

## EXPO 2020 You Are EXPO Activation



# Creative Writing

## Yas Mall Activation UAE 49th National Day





# Translation

## Agility Africa Photography Contest

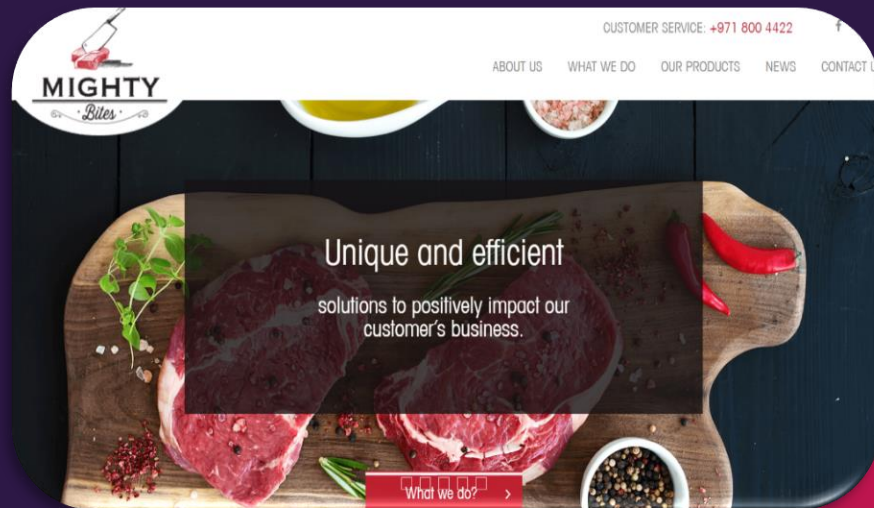
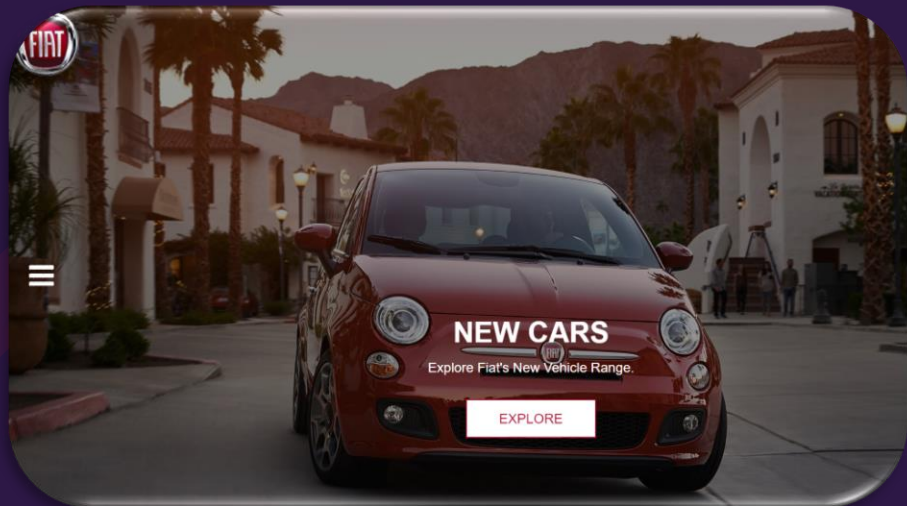


## Vierro Hair Product Regional Website

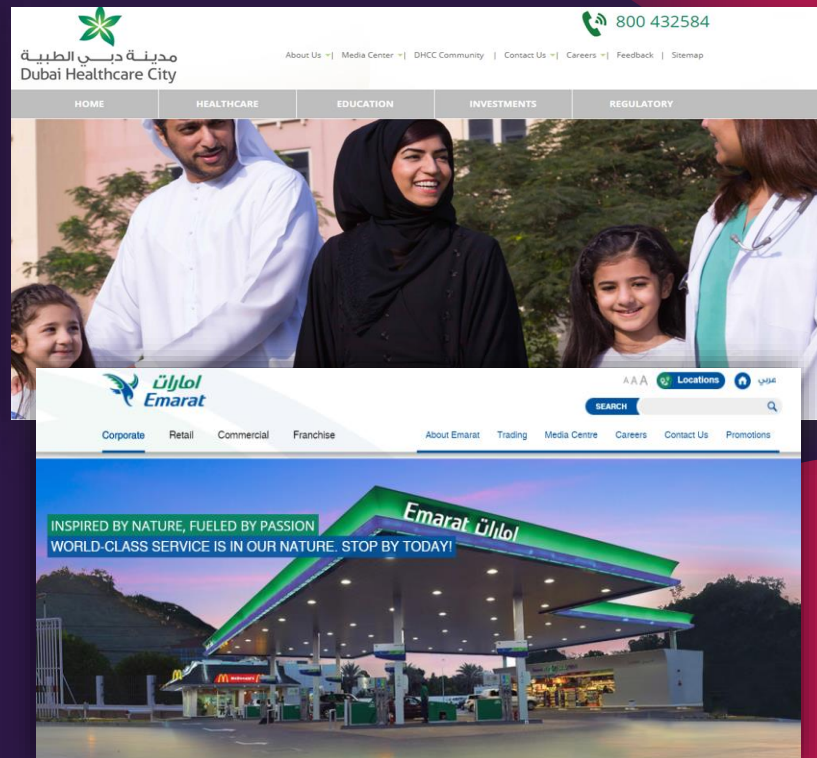
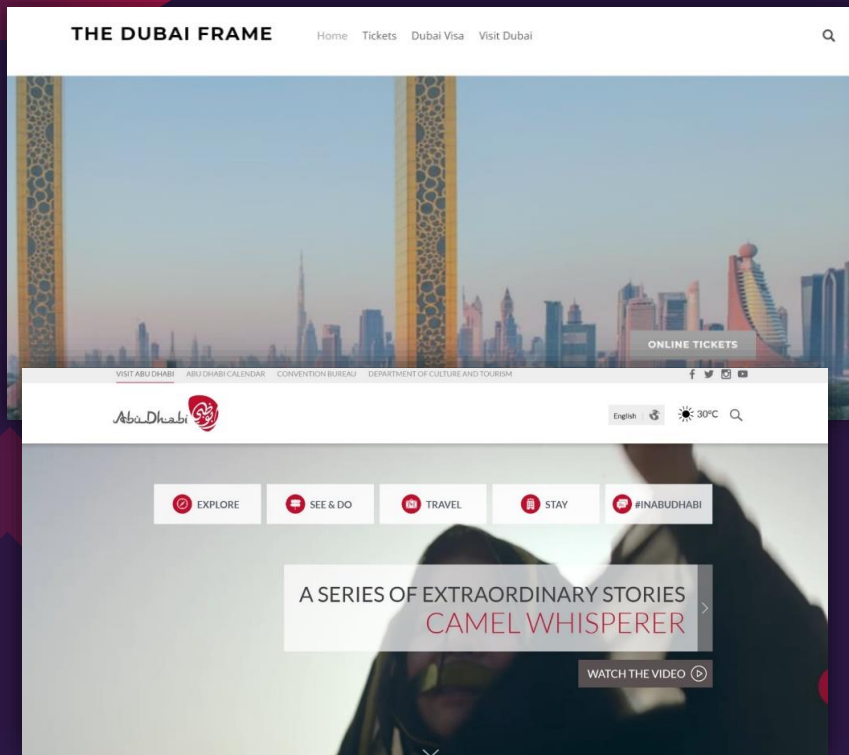


# Web Content

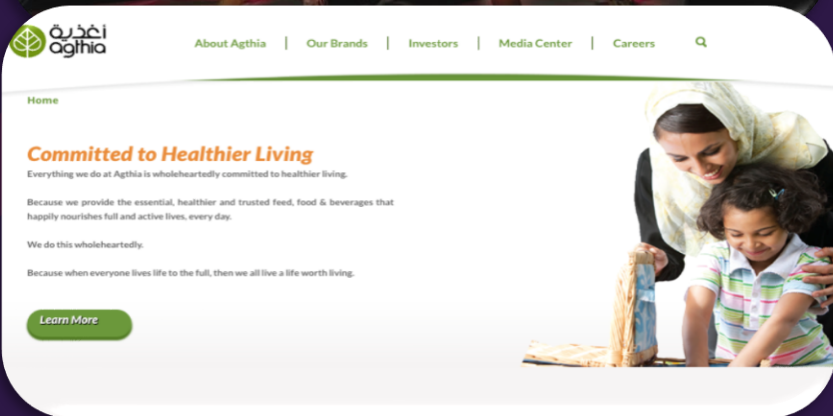
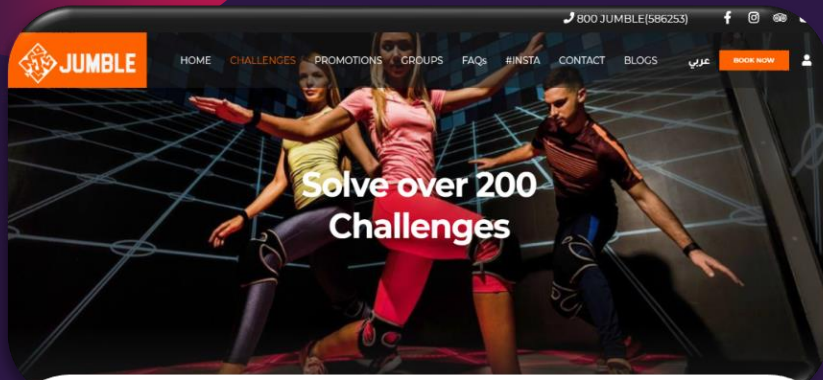
I've worked with several clients on developing copy for their websites, incorporating a professional tone with a SEO-friendly content for search engines, where I was able to write copy for new product offerings, and services that reflected their brand image in a proper and creative way.



# Government Websites



# SEO Friendly Websites





# Want to see more?

## Let's Connect!

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*+971 52 595 8121*

*Zoom ID: <https://bit.ly/37mlvoi>*

