

AMAR FARHAT

Seeking to apply my diverse skills at a multinational firm: I have a particular interest in working with creative teams to deliver original content, build brand presence, and create strong industry relations.

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📍 Dubai, United Arab Emirates



SOFTWARE SKILLS

Powerpoint Excel
Google Sheets Photoshop
Indesign
Content Management Systems
Canva Reflaunt Brandquad

EDUCATION

BA in Communications

American University of Sharjah

📅 10/2017 - 06/2022

- Merit's Scholarship granted for all semesters.
- Media Relations & Sports Coordinator for Lebanese Cultural Club.

LANGUAGES

English Native ●●●●●
Arabic Native ●●●●●
French Beginner ●●●●●

PASSIONS

- 📖 Writing & Reading
- 👗 Fashion Styling
- 🌍 Traveling
- 🏋️ Working Out
- 📷 Creative Concepts, Modeling
- 👯 Socializing

EXPERIENCE

Copywriting Trainee - Studio Team

Level Shoes, Chalhoub Group

📅 03/2023 - Present 📍 Dubai

Working alongside the studio team at Level Shoes: **luxury fashion** boutique in the UAE - reporting to Studio Director & Senior Copywriter

- Contributed to a high-performing studio team that successfully shot and processed over 10,000 images in a single month, spanning multiple luxury brands and product categories, and exceeded productivity goals even while working reduced hours during Ramadan.
- Conducted research on luxury fashion industry trends, competitive landscapes, and target audience behaviors to inform content strategy and improve copy effectiveness.
- Acquired a comprehensive understanding of studio production workflows, including the creation and management of schedules, file organization, and asset tracking.
- Collaborated with creatives in a fast-paced studio, gaining valuable experience in effective communication and delivering impactful messaging for fashion shoots and projects.

Marketing Intern

Azadea Group

📅 09/2022 - 11/2022 📍 Dubai

Working alongside the E-commerce & Marketing team at **Azadea** - reporting to the Digital Marketing Manager.

- Wrote and edited articles and blog posts for seasonal campaigns such as Christmas Gift-Ideas featured online on the UAE, KW, and QA websites in both EN & AR.
- Supported the marketing team in the generation of English & Arabic copy for social media use.
- Assisted marketing & PR team in the planning and execution of Virgin Megastore's live video broadcasting on their online platforms: Coordinated with Videographers & Influencers.
- Assisted E-commerce team in uploading content on the Content Management System server.

Stylist & PR Assistant (Freelance)

Crypto Lab Group

📅 12/2021 - 01/2022 📍 Dubai, UAE

Merch launch with Champion

- Established and maintained relationships with creative directors, influencers, models and photographers.
- Created a mood-board and look book for the production team & styled multiple models for campaign shoot: merchandise launch in collaboration with Champion.
- Assisted production team in location scouting, rehearsals, and on-ground shoots.

Content Creation & PR Intern

Foundry by Emaar

📅 08/2021 - 10/2021 📍 Dubai, UAE

Once Upon A Time Exhibition

- Delivered content that ranged from text posts, videos, and images for use on social media platforms.
- Was the front-line representative of the "Once Upon A Time" art exhibition and was responsible for giving guided tours.
- Vetting potential buyers and artists and compiling their records.
- Establishing and maintaining relationships with art curators, artists, and exhibitors.