


ASMA KANZARI

CREATIVE DIRECTOR ·
CREATIVE STRATEGIST · SENIOR COPYWRITER

CONTACT

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QUALIFICATIONS

MASTER'S DEGREE IN AUDIOVISUAL
ADVERTISING

HIGH SCHOOL OF DESIGN SCIENCES AND
TECHNOLOGIES - TUNISIA

AWARDS

CANNES LIONS - CLIO - ONE SHOW -
LONDON INTERNATIONAL- EUROBEST -
EFFIE - EPICA - DUBAI LYNX - GEMAS
EFFIE

JURY MEMBER

2019 EUROBEST FESTIVAL LONDON

2019 AD CLUB PARIS

2019 CB NEWS HIT PARADE PARIS

LANGUAGE

FRENCH – C2 (NATIVE)

ARABIC – C2 (NATIVE)

ENGLISH – C1 (ADVANCED)

ACHIEVEMENTS

I'M A FRENCH CREATIVE AND NATIVE ARABIC COPYWRITER WITH A GLOBAL PERSPECTIVE. MULTI-AWARD-WINNING AND MULTILINGUAL, I BRING EXTENSIVE CULTURAL FLUENCY. BASED IN FRANCE, I HAVE SPENT 15 YEARS BUILDING A CAREER ON INTERNATIONAL PROJECTS, GAINING RICH MULTICULTURAL EXPERIENCE ALONG THE WAY.

WORK EXPERIENCE

2021 – PRESENT CREATIVE DIRECTOR - FREELANCE

- Creative direction & project leadership.
- Social media content strategy & execution.
- Collaborated with cross-functional teams
- Brand storytelling

2020-2021 FREELANCE COPYWRITER - BBH LONDON

- Multilingual communication skills : arabic copywriter
- Cultural & linguistic adaptation of messaging
- English Copywriting Skills

2014-2020 SENIOR COPYWRITER - W&CIE AGENCY

- Concept development and ideation for global campaigns including Chinese travelers.
- Retail & duty-free creative activation.
- Budget management.
- Eurobest, Grand Prix Strategie and TopCom Awards.

2012-2014 SENIOR COPYWRITER - HAVAS WORLDWIDE

- Multilingual communication skills : arabic copywriter
- Multi-channel content creation
- Managed end-to-end pitch process

2009-2012 COPYWRITER - MEMAC OGILVY

- Awareness & cause-driven campaigns.
- Crisis communication & strategic messaging.
- Cannes Lions, Clío, One Show and Dubai Lynx Awards.
- Multilingual communication skills : arabic copywriter