

DANAH FAKHREDDINE

WRITER, TURNING RANDOM THOUGHTS INTO THOUGHTFUL LINES

CONTACT

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- New York City

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Master of Arts in Advertising, 2021
[Texas Creative](#) Distinction, GPA 3.829

THE UNIVERSITY OF TEXAS AT ARLINGTON

Honors Bachelor of Arts in English
Minors: Creative Writing & Arabic, 2016
Summa Cum Laude, GPA 3.923

SKILLS

- **Final Draft & Microsoft Office Suite**
- **B2B** content writing & **APA Style**
- Fluent with **Adobe Suite**
- Fluent **Arabic speaker**
- Worked abroad in Lebanon
- Taught English in Spain, **TEFL Certified**
- Experienced **copy editor**
- Can play flute and piano

AWARDS

2021 AUSTIN ADDYs
Silver, Outdoor & Transit Advertising Campaign

2X editor's pick for [AdAge](#)
[Hire My Dog](#)
[Canvases of Care](#)

WORK EXPERIENCE

Creative Copywriter

BBDO NY

June 2021 - Present

Developed integrated campaigns that lived across multiple media and social media platforms for Snickers, Pedigree, American Red Cross, Meta, GE Healthcare, & more. Also helped developed brand tone that was in line with the creative strategy.

Copywriting Intern

MAIP Virtual Engagement Program

Summer 2021

Worked with other multicultural advertising students on group projects, and participated in professional development courses and writing discipline trainings.

Freelance Editor

Link Right Media

August 2019 - Present

Currently editing 3-5 blogs a week for a wide range of clients (law, roofing, landscaping, IT) for overall clarity, grammar, flow, while paying attention to all phrases of invention, writing, and revision.

Teaching Assistant

The University of Texas at Austin

August 2019 - May 2021

As the only TA for a 100+ course called "Fundamentals of Public Relations," I learned valuable time management skills due to all the grading. Also taught a few classes and held office hours where I gave writing consultations.

B2B Technical Writer, Contract

Javelin Agency

February 2019 - April 2019

Handled a high-volume of detail-oriented projects developing blogs, video scripts, case studies and email campaigns for AT&T Business Insights.

QA Editor

Respondology

April 2017 - Oct 2018

Responded on brand while writing and editing custom tweets for House of Blues, Medieval Times, AT&T Stadium, Southwest Airlines, & Nutrisystem.

Copywriting Intern

Leo Burnett Beirut

June 2015 - July 2015

Worked with a team of interns to develop a summer campaign for the French cheese, Picon. Also wrote playful scripts for [Señorita Banana](#), relatable taglines for [Bank Audi](#) billboards, & emotional brochure content for a charity foundation.