

MERIAM RAOUF

COPYWRITING & COMEDY

CONTACT

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ABOUT

I like distilling an Idea down to a clear message. That's fun for me whether it's editing a dissertation, writing a set, or creating a compelling campaign.

EXPERIENCE

SENIOR COPYWRITER

Cashmere (2021-Present)

- **Clients:** GooglePlay, Taco Bell, Disney, RXBAR & FX (It's Always Sunny in Philadelphia)
- Past: wrote social copy (SunRise Seltzer) that received **10x engagement** compared to previous posts/competitors.
- Current: Writes social copy (GooglePlay) created the highest engaged reel of the year, increased engagement rate benchmarks across all social channels, including a **3x increase in positive reply sentiment.**

COPYWRITER

We Are Alexander (2019-2020)

- Wrote clear, persuasive copy for print, digital & video.
- **Clients:** Anheuser-Busch (Stella Artois, Teavana, Ritas, LandShark, Hiball Energy, Bud Light, Natural Light, Natty Daddy Lemonade)

COPYWRITER

ArtTech Holdings (2019-2018)

- Managed simultaneous campaigns & social for a variety of theater software.
- Wrote over 50 live-action scripts for customer FAQ and onboarding materials.

SKILLS

Adobe InDesign, Photoshop & Illustrator, QuickBooks, FileMaker, Mailchimp, Keynote, Google Analytics, WordPress, Buffer, Sprout Social, Buffer & Hootsuite.

EDUCATION

COLUMBIA UNIVERSITY, 2009-2013

BA In Creative Writing & Visual Art
2009-2013

UNIVERSITÉ PARIS-SORBONNE, 2012

Study Abroad In Fine Arts

COLUMBIA SCHOOL OF THE ARTS, 2013-2016

MFA in Fiction

LANGUAGES

Arabic & French