

MERIAM RAOUF

 (201) 220-2852  meriamraouf@gmail.com  www.meriamraouf.com

SURE—I'M AN ACD, A COPYWRITER, AND A COMEDIAN—BUT ABOVE ALL, MY LIFE'S PURPOSE HAS TO DO WITH OBSERVING, AND TELLING THE TRUTH. MY EXPERTISE IN COPY, IN STANDUP, AND IN ALL FORMS OF WRITING THAT I DO—HAS TO DO WITH THE STRANGE, SPECIFIC, AND OFTEN FUNNY THINGS THAT I NOTICE ABOUT PEOPLE. I MOLD THESE OBSERVATIONS INTO COMPELLING, CULTURALLY-TUNED NARRATIVES THAT RESONATE WITH A GROUP OF PEOPLE SO DIVERSE THEY DIDN'T KNOW THEY HAD ANYTHING IN COMMON BEFORE. I KNOW HOW TO GET PEOPLE TALKING, AND USE THAT ENERGY TO DRIVE BOTH SOCIAL & EARNED MEDIA SUCCESS. I'VE HAD THE PRIVILEGE OF WORKING WITH TOP-TIER BRANDS TO ELEVATE THEIR PRESENCE, GENERATING AUTHENTIC ENGAGEMENT. WHETHER IT'S A PUNCHY HEADLINE OR A TIGHT FIVE, I'M DRIVEN BY THE POWER OF STORYTELLING TO CREATE IMPACT THAT LASTS.

PROFESSIONAL EXPERIENCE

ACD (Copy)

2022-2024

Cashmere

- Refined Google Play's brand voice & oversaw a design refresh, **tripling positive sentiment** across channels, Managed & mentored numerous creatives.
- Revamped social copy for SunRise Seltzer that achieved **10x more engagement** than previous posts.
- Wrote speeches for Taco Bell's executive board and developed 360-degree digital campaigns to boost brand engagement.

Senior Copywriter

2019-2020

We Are Alexander

- Wrote clear, persuasive copy for print, digital & video across all Anheuser-Busch brands.
- Ran large-scale shoots with major talent for premium social franchises.

Copywriter

2018-2019

Arttech Holdings

- Successfully managed multiple marketing campaigns and social for a diverse range of theater products created by theater producer Hunter Arnold, ensuring consistent messaging and engagement across digital channels.
- Wrote over 50 live-action scripts for customer FAQ & onboarding materials.

EDUCATION

Columbia School of the Arts, 2016, MFA in Fiction
Columbia University, 2013, BA in Writing/Visual Art
Université Paris-Sorbonne, 2012, Fine Arts

TECH

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

LANGUAGES

Arabic & French

CLIENTS

GooglePlay, Instagram, Disney, Taco Bell, Sunrise Seltzer, FX's *It's Always Sunny in Philadelphia*, Rocket Mortgage, Teeling Stranahan's, Hangar 1, Folonari, Bolla, Reunite, Drink Wildman, RXBAR, & Phyto-C Skincare.

Anheuser-Busch: Stella Artois, Teavana, Ritas, LandShark, Hiball Energy, Bud Light, Natural Light, & Natty Daddy Lemonade & Kirin Ichiban.

COMEDY/SOCIAL

I've garnered **over 1 million views** on with my original comedy @whatishabben