





ADAM ZACHARIAS

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FREELANCE COPYWRITER AND CONTENT EDITOR

INTRODUCTION

Twenty years of international experience. Specialising in web copy, tourism marketing, creative scriptwriting, brand campaigns and global events. Currently working remotely with international clients while based in Tbilisi, Georgia.

WORK EXPERIENCE

FREELANCE COPYWRITER AND CONTENT EDITOR

Various companies | 2017 - present

Selected clients:

- Dubai Department of Economy and Tourism
- Expo City Dubai
- Masdar - Abu Dhabi Future Energy Company
- THE RIG. offshore theme park
- United Nations Climate Change Conference
- Impact BBDO

Services:

- Website copywriting
- Content editing
- Tourism and destination marketing
- Scriptwriting
- Brand narratives
- Storytelling

Achievements:

- Wrote the first ever website for Expo City Dubai
 - Created passenger touchscreen content for Emirates airline's global fleet
 - Content contributor for VisitDubai.com (2.6 million monthly users)
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CREATIVE COPYWRITER AND EDITOR

Expo 2020 Dubai | 2018 - 2022

- Co-wrote the clay animation short film 'Alya in Terraland' and all promotional materials
- Provided creative input and copy for campaigns including Lionel Messi vs. Al Wasl Plaza, Firdaus Orchestra with A.R. Rahman, Mission: Human Flight and the Opening Ceremony
- Created the consumer-facing Expo 2020 Dubai website
- Wrote and edited press releases (e.g. Mastercard partnership announcement), marketing materials (e.g. Arabian Travel Market advertorials) and web stories (e.g. France Pavilion reveal)

SENIOR NEWS WRITER

The Royal Gazette (Bermuda) | 2015 - 2016

- Reported on community stories such as the traditional Bermuda Day parade, local theatre productions, Olympic triathlete Flora Duffy and charity initiatives
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SENIOR ENTERTAINMENT WRITER

Khaleej Times (UAE) | 2008 - 2015

- Interviewed noteworthy people including Jamie Oliver, Zendaya, Kim Kardashian, Tom Jones, Jimmy Choo, Macy Gray, Jack Whitehall, Cherie Blair and Gary Lineker
 - Covered events including the launch of Burj Khalifa, the Dubai International Film Festival, the Dubai International Jazz Festival and the Abu Dhabi Grand Prix post-race concerts
 - Reported from global destinations such as France (Paris Motor Show), Hungary (Red Bull Air Race Budapest), Qatar (Doha Tribeca Film Festival) and Turks and Caicos (World Travel Awards)
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WRITER

Esher News & Mail (England) | 2006 - 2008

- Covered subjects including entertainment, education and community
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EDUCATION

LONDON SCHOOL OF JOURNALISM

England | 2006

Postgraduate diploma

UNIVERSITY OF BIRMINGHAM

England | 2001 - 2005

BA (Hons) American Studies: 2.1 degree

- Spent third year of degree studying at University of California, Irvine
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ADDITIONAL SKILLS

Proficient in content management systems including:

- Sitecore
- Adobe InCopy
- Adobe InDesign