

Adam Zacharias

Creative copywriter, content editor

www.adam-zacharias.com

Experience

Senior content editor

VisitDubai.com / Impact Proximity (United Arab Emirates)

2022–present

- Writing and editing content for VisitDubai.com, the official consumer-facing website of the Dubai Department of Economy and Tourism (2.6 million website hits per month, 3 million Instagram followers).
- Creating and reviewing marketing copy across other platforms, to promote Dubai as a holiday destination. This includes brand campaigns, video scripts, flash sales and Emirates airline touchscreen content.
- Serving as the organisation's principal proofreader, ensuring all copy is consistent, accurate and concise.

Copywriter – Creative Studio department

Expo 2020 Dubai (United Arab Emirates)

2019–2022

- Created entertaining and informative content about Expo 2020 for a diverse audience of visitors, employees and stakeholders. This included video and radio scripts, newsletters, emailers, web pages and branding.
- Co-wrote the clay animation short film 'Alya in Terraland', about an Emirati girl's journey to a fantasy realm destroyed by human greed, and penned all accompanying promotional materials.
- Provided creative ideas and written copy for projects such as Lionel Messi vs. Al Wasl Plaza, UAE National Day, Firdaus Orchestra with A.R. Rahman, Mission: Human Flight, Pavilions Premiere and the Opening Ceremony.

Editor – Communications department

Expo 2020 Dubai (United Arab Emirates)

2018–2019

- Wrote the consumer-facing Expo 2020 Dubai website. This content also featured on touchscreens across all Emirates airline flights, introducing and explaining the World Expo to a global audience.
- Wrote, edited and fact-checked press releases (e.g. Mastercard partnership announcement), marketing materials (e.g. Arabian Travel Market advertorials) and web stories (e.g. France Pavilion reveal).
- Worked with the social media team, writing and editing content across Expo's accounts: Facebook (2.6 million followers), Instagram (1.3 million followers), Twitter (1.3 million followers) and LinkedIn (665,000 followers).

Freelance copywriter, editor and content creator

Various companies (United Arab Emirates, Saudi Arabia)

2017–2018, 2022–present

- Working for clients such as: Bauer Media, Impact BBDO, the International Fund for Animal Welfare, Jack Morton, NPI Media, Impact Proximity, Masdar (Abu Dhabi Future Energy Company), THE RIG. offshore theme park, Expo City Dubai and the 2023 United Nations Climate Change Conference (COP 28).

Senior news reporter

The Royal Gazette newspaper (Bermuda)

2015–2016

- Reported on topics such as crime (attending Magistrates' Court and Supreme Court), politics (attending Senate and the House of Assembly) and community stories (such as the traditional Bermuda Day parade).
- Through freedom of information requests, uncovered a scandal involving multiple politicians attending the 2016 Olympic Games in Rio de Janeiro and spending thousands of taxpayer dollars on unused hotel rooms.
- Provided frontline coverage on breaking stories including a tempestuous five-day immigration protest, a major fire on Bermuda's main street and multiple road deaths and gang-related murders.

Senior entertainment reporter

Khaleej Times newspaper (United Arab Emirates)

2008–2015

- Interviewed dozens of noteworthy people including Jamie Oliver, Zendaya, Tom Jones, Jimmy Choo, Macy Gray, Jack Whitehall, Cherie Blair, Gary Lineker, Kim Kardashian and the directors of 'Frozen' and 'The Muppets'.
- Covered UAE events including the launch of Burj Khalifa, the Dubai International Film Festival (six editions), the Dubai International Jazz Festival (five editions) and the Abu Dhabi Grand Prix post-race concerts (five editions).
- 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).

Reporter

The Esher News & Mail newspaper (United Kingdom)

2006–2008

- Wrote articles covering subjects including entertainment, education, community, politics and crime.

Education

London School of Journalism (United Kingdom)

2006

- Postgraduate diploma.

University of Birmingham (United Kingdom)

2001–2005

- BA (Hons) American Studies: 2.1 degree. Third year spent studying at University of California, Irvine.

Additional information

- Proficient in content management systems including Adobe InCopy, Adobe InDesign and SiteCore 9.

Contact details

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