

SHADY MAWAJDEH

COPYWRITER | ART DIRECTOR | STORYTELLER

I've helped brainstorm and develop meaningful stories for clients and their campaigns.

I love crafting something that means something. That means everything to me.

CONTACT



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Dallas, TX



www.shadymaw.com

EDUCATION

MARKETING

University of South Florida
2017 - 2019

SKILLS

Copywriting

Art Direction

Filmmaking

Film Editing

Story Boarding

Production

Adobe Suite

DaVinci Resolve

Presentation Development

Creative Direction

ACCOMPLISHMENTS

-FEATURED ON THE TONIGHT SHOW WITH JIMMY FALLON
-FINALIST IN THE RHODE ISLAND FILM FESTIVAL
-WINNER OF BEST DIRECTOR AT THE INDEPENDENT FILM FESTIVAL

WORKING EXPERIENCE

COPYWRITER | TANK WORLDWIDE | 2023-PRESENT

- Developed client brand voice on a variety of projects for Pfizer and GSK
- Collaborated with art and strategy team to establish new concepts and rebranding
- Worked closely with creative director on client presentations
- Assisted art team in reflecting brand voice into visual mediums
- Collaborated with art director on storyboards for tv spots
- Developed SEO copy for Pfizer unbranded websites

COPYWRITER | DIGITAS HEALTH | 2022-2023

- Developed direct-to-consumer copy for social media, television, and print ads
- Collaborated with UX design team to redevelop website visuals and copy
- Worked closely with clients to fulfill their brand voice and direction
- Conceptualized and executed creative strategies for diverse ad campaigns

COPYWRITER | WUNDERMAN THOMPSON | 2021-2022

- Managed multiple direct-to-consumer Pfizer campaigns with art and strategy team
- Assisted in art direction and brand voice for multiple brand launches
- Created compelling stories for existing Pfizer brands
- Participated in retrieving customer testimonials for TV spot campaigns

JUNIOR COPYWRITER | FCB CURE | 2020-2021

- Collaborated with senior copywriter on healthcare provider campaigns
- Conducted market research and helped develop patient profiles
- Participated in brain storm sessions and aided in copy direction
- Collaborated with art director on client presentations

CREATIVE INTERN | MCCANN HEALTH NY | 2020-2020

- Worked closely with creative director on art and copy tasks
- Collaborated with art and strat team on presentations for CereVe
- Aided art directors on copy adjustments for static campaigns