

STEPHANIE BUTHELO

SR ENGLISH COPYWRITER

Let's chat at chrisellestephanie@gmail.com or +971 561561136
More work on whatisthestephanie.com

hi

I'm a Copywriter who turns ideas into words that actually land, whether that's making people think, click, or crave a snack. I take on creative problems with copy that feels human. Also, a dedicated dog-petter and poached-egg perfectionist who traded almost non-existent culinary skills for the art of persuasion.

With five years of agency hustle, I've helped global and regional brands stand out, get noticed and say things people actually want to hear. Whether it's a brand refresh, a digital campaign, or a five-word headline, I'm all about making it count.

EDUCATION

Manipal Academy of Higher Education, Dubai 2016-2019

B.A in Media & Communication

SKILLS

English Copywriting

Digital Copywriting

Brand Tone-of-Voice Management

Campaign Conceptualisation

Strategic Thinking & Brand Storytelling

Commercial, Daily and Promotional Copy

Social Media and Creative Content Creation

360 Conceptualisation, Planning and Development

EXPERIENCE

SR ENGLISH COPYWRITER AT SCIENCE & SUNSHINE

Feb 2020 to Current

- Managed and developed 360-degree communication for a diverse portfolio of clients across the Middle East, with a particular emphasis on Saudi Arabia, driving increased brand awareness and measurable results.
- Spearheaded strategic campaigns for industry leaders such as **Netflix MENA** and the **Red Sea International Film Festival** (2021 - 2025).
- Led branding and identity copy for the **3rd** and **4th** edition of the **Red Sea International Film Festival**, delivering a cohesive and impactful brand presence across various mediums and the global festival circuit.
- Collaborated with senior creative heads in the development and successful execution of pitches.
- Developed multi-channel content spanning print, broadcast, digital and radio platforms.
- Curated and crafted digital and creative copy, content and campaigns across multiple social platforms, enhancing brand engagement and visibility.
- Launched integrated online, social, and in-store campaigns that resonated with target audiences.
- Developed compelling copy for a variety of campaigns, maintaining consistency in brand messaging and tone.
- Contributed to the development and ideation of numerous high-profile pitches, securing business growth.
- Created copy and concepts for promotional campaigns, social media, and in-store messaging, aligning with client objectives and brand identity.

JR COPYWRITER AT HAVAS

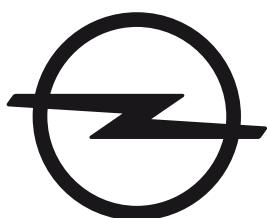
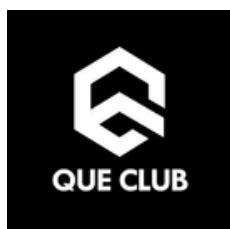
Aug 2019 to December 2019

- Created content across a variety of channels, including print, broadcast, digital, and radio, ensuring cohesive messaging and brand consistency.
- Wrote creative social copy for residential, sports, F&B and corporate events, driving audience engagement and brand affinity.
- Led creative content development across major social channels, enhancing digital presence and audience interaction.
- Produced compelling creative copy for large-scale live entertainment productions.
- Crafted and assisted in copy creation for major financial institutions, aligning with brand tone and market strategies.
- Adapted radio ads to fit diverse market needs and audiences.
- Assisted in crafting creative social copy for well-known consumer brands, enhancing market resonance and brand loyalty.
- Developed copy for marketing campaigns across a variety of media channels, contributing to impactful brand narratives.

A FEW LOGOS I'VE LOST SLEEP OVER



مهرجان
البحر الأحمر
السيئاني
الدولي
RED SEA
INTERNATIONAL
FILM FESTIVAL



ARMANI / CAFFE

OceanBasket

bloomingdale's

HARVEY
NICHOLS



Jeep NETFLIX

Mercedes-Benz

CAFFÈ
NERO

المراعي
Almarai

بنك أبوظبي الأول
FAB
First Abu Dhabi Bank

NATIONAL
GEOGRAPHIC
ABU DHABI

