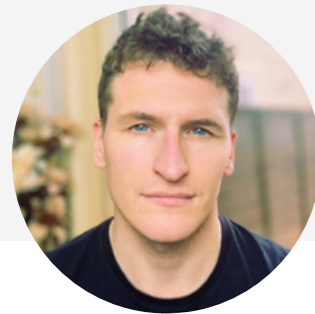






CAL SINCLAIR

COPY LEAD



-  +44 77 240 34649
-  calsinclair88@gmail.com
-  Dubai, United Arab Emirates
-  www.caldoescopy.com

PROFILE

Copy Lead with 9 years of agency-side copywriting experience. Specialising in social and digital, I bring to life engaging content that resonates with today's attention-deficit audience.

SKILLS

- Self-Motivated
- Collaborative
- Strong Communicator
- Confident Presenter
- Effective Team Leader
- Deadline-Driven
- Content Creator
- Passionate Storyteller
- Human Thesaurus

EXPERIENCE

COPY LEAD

Media.Monks

Feb 2022 - Present

- Lead copywriter for the multi-billion dollar megaproject **NEOM**
- Responsible for all scripts, supers and captions across our **social** channels, including Insta, Twitter, Facebook, LinkedIn and TikTok
- Writing **digital** scripts and long-form copy for **NEOM.com**, making complex, high concept destinations exciting and easy-to-digest
- Developed close relationships with the client, placing me as the leading authority and last word on brand copy and communication
- Managing and directing all other copywriters - both freelance and FT
- Created **NEOM's** Copy Guidelines and Tone of Voice from scratch

SENIOR COPYWRITER

MullenLowe MENA

Dec 2020 - Dec 2021

- Head writer of the **FAB** account, creating content for all mediums including print, radio, digital, social and all internal communications
- Worked with other clients including **Vimto**, **Unilever**, **MAF** and more

SENIOR COPYWRITER

Publicis Groupe

June 2019 - Oct 2020

- Worked in both the Saatchi & Saatchi and Leo Burnett agencies of the group, writing for **Emirates**, **Ferrero**, **Jeep**, **Vodafone** and more

EDUCATION

BACHELOR OF ARTS

Brunel University

2007 - 2010

Gained a 2:1 in **English Language**, majoring in Screenwriting (my dream was to write movies. Thanks to my digital scripts, that's now a reality!).