



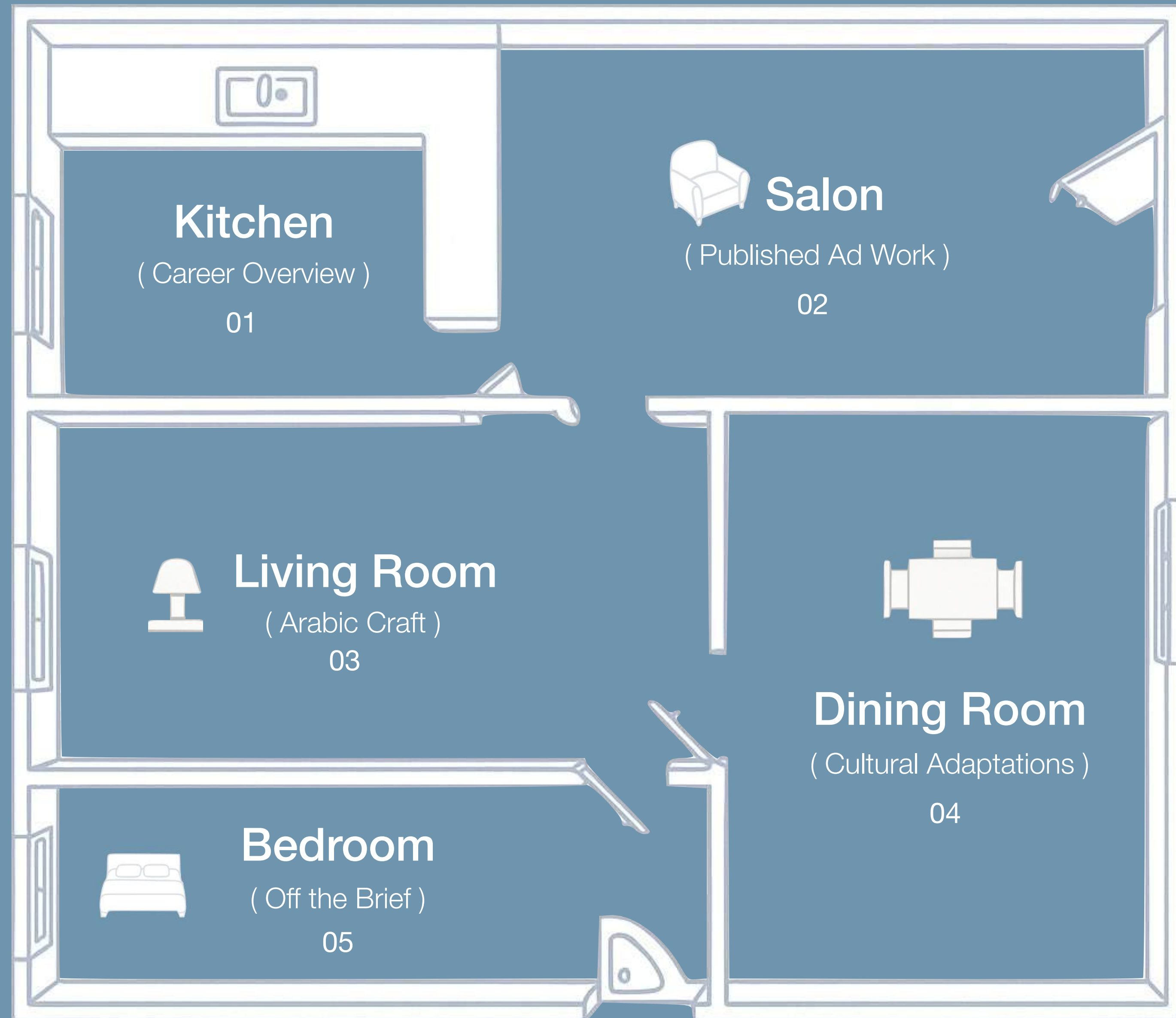
# Nour Jurdi

Bilingual Brand Copywriter  
& Messaging Partner



Portfolio 2026

# Step Inside



# 01. Career Overview

# 2015 – 2026

## Creative Spine

- Narrative & Concept Development
- Cultural Transcreation
- Brand Voice & Messaging

## Agencies

- Ogilvy
- FP7
- Impact BBDO
- MRM
- Mediareach

## Collaborations

- Hogarth (Creative Direction)
- FranklyFluent
- Creative Culture
- Acolad

## Applied Across

- Campaigns
- Web & UX
- CRM & Lifecycle
- Social Content
- Editorial
- Broadcast

# 02. Published Ad Work



## EMAAR | Rashid Marina & Yachts

EN | Concept & Hero Script | Real Estate

I found the tempo of the destination and translated the stillness of the water into a voice that invites a different way of being.

[▶ Watch Video](#)



## UNICEF | Phishing Awareness

AR | Concept & Script | NGO

Sometimes, avoiding a scam is pure accident, and that's exactly the problem. I used Lebanese plot twists to prove that wishful thinking isn't a security strategy.

[▶ Watch Video](#)

## مرّات وظايف الأعلام بتطلع حقل ألقام

انتبه من محاولات التصيد الإحتيالي.



UNICEF HR  
TO LEA  
DREAM JOB  
IS WAITING  
APPLY NOW  
For \$100 Fees

يونيسف  
لكل طفل

#مش كل مرة  
#بتسلم الجرة

## إذا حابب تشتغل معنا، قدّم بس عبر موقعنا

انتبه من محاولات التصيد الإحتيالي.



www.jobs.unicef.org

يونيسف  
لكل طفل

#مش كل مرة  
#بتسلم الجرة

## هدفن يصفطوا عليك حتى تصفط على الرابط

انتبه من محاولات التصيد الإحتيالي.



نقدم المساعدات النقدية لأول  
100 شخص يصفطن على  
هذا الرابط.  
<https://www.unicefhelps.com>

اضغط  
للمتابعة

يونيسف  
لكل طفل

#مش كل مرة  
#بتسلم الجرة

Happily  
**CONNECTED.**

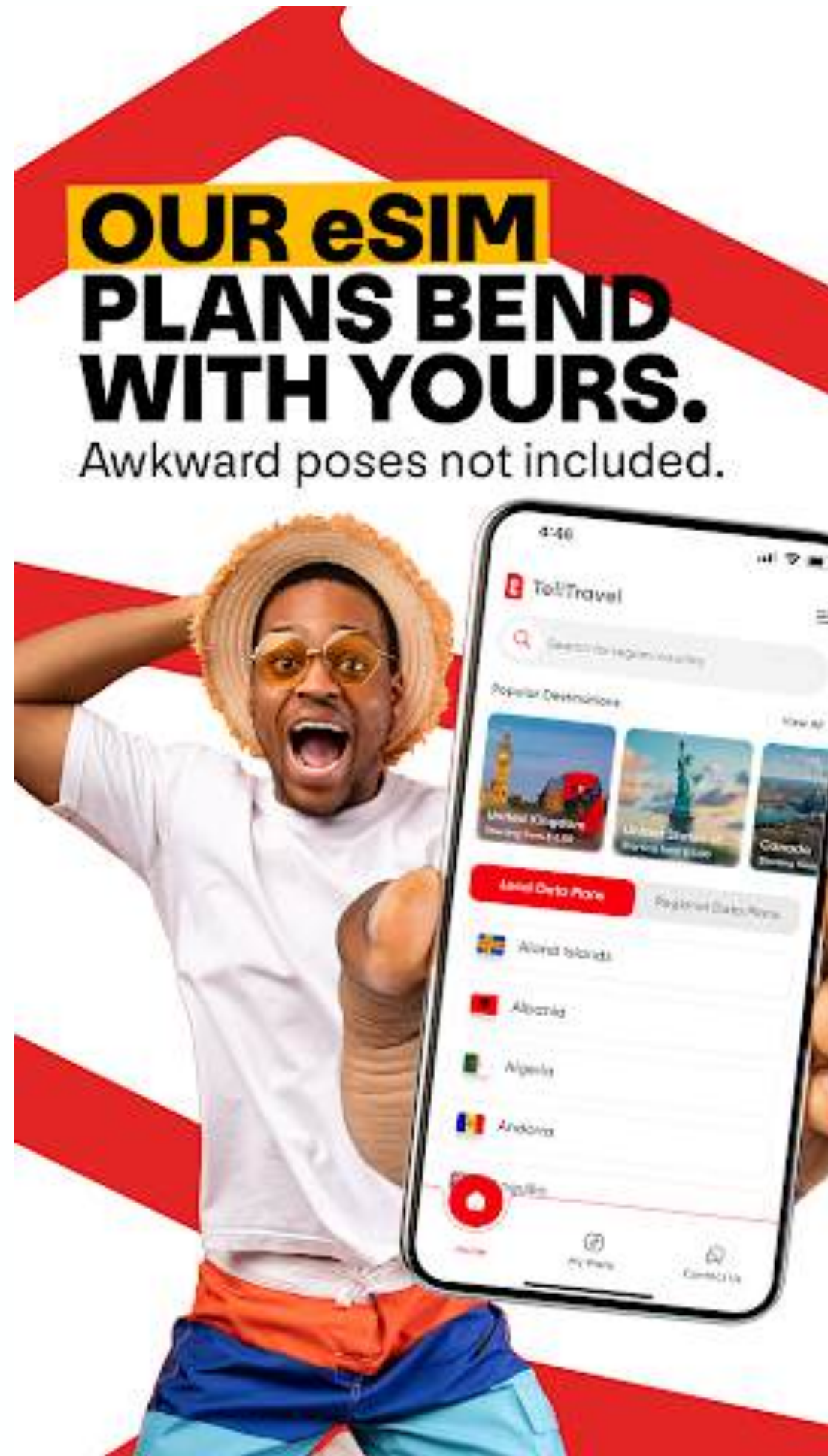


## TeliTravel

EN | Brand Voice & Messaging | Telecom

Because the product felt almost too perfect, I brought in drama, building a voice that's intentionally unplanned but carefully chaotic.

**OUR eSIM PLANS BEND WITH YOURS.**  
Awkward poses not included.



You'll have **COVERAGE EVERYWHERE.**  
Except Mars. For now.



**OUR eSIMS WILL KEEP IT ALL GREEN.**  
Unless it's a celebrity red carpet.



**NEED 1GB?  
10? 50?  
IT'S YOUR  
eSIM PLAN.  
NOT OURS.**



 Tap to connect.

Wanna pack a cape?  
Go ahead.  
**YOUR eSIM  
IS SAVING  
THE PLANET.**



 Tap to connect.

Still spending  
on roaming?  
**OUR eSIM  
IS QUIETLY  
JUDGING  
YOU.**



 Tap to connect.

# 03. Arabic Craft



عالم من النور وسط الظلام  
يشرق عليك من ضوء لوحاتهم  
وتسأل هل هذه أجمل؟ أم فقط تشبهني أكثر؟  
أشعر أنني التقيتها قبل. لكن متى؟ لا أتذكر  
مهما تسأل، ستبقى في حضرة الفن دائماً تتأمل  
لذلك ندعوك إلى أحدث معارضنا  
حيث لوحات 9 عمالقة  
رسموا تاريخ الفن الأوروبي في قرن واحد  
ننتظركم في مركز الملك عبدالله المالي  
من 6 إلى 10 يونيو، بين الـ 12 ظهراً والـ 12 ليلاً  
لنحتفل معاً بفرحة العيد  
للتسجيل قوموا بزيارة الموقع  
الحضور مجاني

دعوة إلى معرض

◀ شاهد الفيديو



عندما تكسر الصمت بنجاحك، كيف سيكون صوت إنجازك؟  
هل يشبه روحك القائدة للفوز رغم منعطفات الطريق؟  
أو تمرّسك فيما تحب وإحداث الفرق في حياة الآخرين؟  
ربما هو التحليق برؤيتك والسفر بأعمالك نحو المزيد

مهما كان صوت إنجازك، سيعلو بدعم حلولنا المصرفية  
سيخترق سكون السامعين ويلهمهم للبحث عن صوت إنجازهم

[العلامة التجارية]

لإنجاز يجتاز الحدود

صوت إنجازك

## القوة

هل تريد خلاصة الموضوع بالبنط العريض؟

لهذه الشاحنة شخصية قيادية لا تمت للخجل بصلة. تتميز بالكاريزما، ليس فقط من جهة الإطلالة المهيبة، أو صلابة الهيكل، أو حتى طابعها الرياضي ككل.

من السهل التعامل معها لكن من الصعب التكيف مع غيرها، خاصة إذا اختبرت سيادتها على الطرقات، السهلة والوعرة على حد سواء.

## الأناقة

مضى 25 عاماً ولا تزال هذه الـ SUV محتفظة بمكانتها في قلوب محبي الفخامة. أسرتهم بروعة تفاصيلها حتى أصبحت مرادفاً للأناقة وقدوةً للأسلوب الجريء الذي لا يكرّر نفسه. هي أيقونة، لكنها قد تكون أيقونتك أيضاً. فهل ستفوّت التجربة؟

## الحياة

تلييك هذه المركبة في الجانب العملي للقيادة دون أن تضع حداً لاستمتاعك بها أو اعتمادك عليها. فقد جمعنا لك أوركسترا من المزايا حتى لا يفوتك شيء. رحلاتك لن تتأثر بعدد الكيلومترات ولن تفقد متعتها بعد حين. يكفي أن تأخذ مكانك في القيادة لتعيش مغامراتك السعيدة يوماً بعد يوم.

## إعلان بعنوان



# 04. Cultural Adaptations

These samples are shown for creative demonstration only. Some have been anonymized or recreated to maintain confidentiality.



القوة على  
سجادهما الأحمر

## Sample 1

### Original Copy

Where Power Meets Prestige

### Context

High-profile launch campaign  
introducing a luxury sedan

### Back Translation

Power on its red carpet

### Insight

“Prestige” on its own says very little. The red carpet turns it into a moment of arrival, attention, and presence.

شحن ثم انطلاق  
لا ثالث لهما

## Sample 2

### Original Copy

Charge & Go  
It's That Simple

### Context

Educational campaign highlighting  
the effortless shift to EV driving

### Back Translation

Charge then go  
There's no third to that

### Insight

The charm of simplicity is in  
the closure it brings. Two  
steps, and you're done.  
Nothing else to figure out.

أنت في أجواء البلد  
قبل وصولك إليه



## Sample 3

### Original Copy

Meet the Locals  
Before You Arrive

### Context

Brand campaign highlighting  
the crew's role in delivering an  
authentic cultural experience

### Back Translation

You live the country's vibes  
Before even landing

### Insight

“أجواء” carries a double meaning:  
the literal sky and the feeling of  
home, making the airline the bridge  
between the two.



## أبو راشد، رأيك مطلوب في لندن وهنا 7 أسباب لتلبي الدعوة

من يعرف القهوة مثل الإماراتي؟ ومن يحملها على درهمه إلا من يدرك قيمتها؟ متّع ذوقك الرفيع في العاصمة البريطانية، حيث يُقام مهرجان لندن للقهوة بأجود أنواعها وأجمل العروض الفنية في تحضيرها.

## Sample 4

### Original Copy

**Ahmad, 11 reasons why you should fly to Paris and buy a baguette**

Paris is famous for a lot of things, one being its delicious baguettes. We think it's time you celebrated National French Bread Day by going and experiencing this for yourself.

### Context

Tactical campaign localizing a global offer for the UAE audience

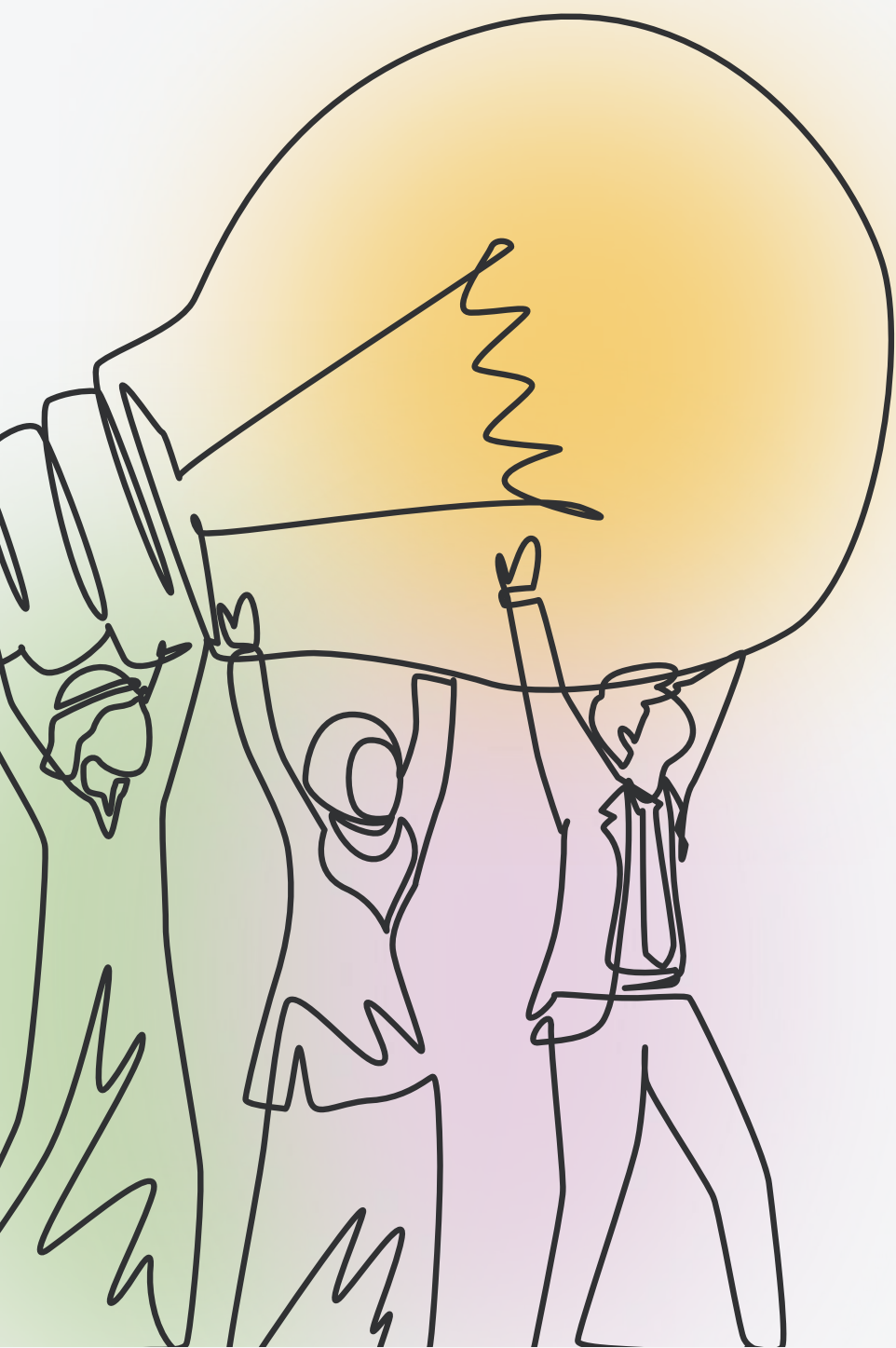
### Back Translation

**Abu Rashid, your take is needed in London. Here are 7 reasons to accept the invitation**

Who understands coffee better than an Emirati? Who carries it on their Dirham coin but those who know its worth? Indulge your refined taste in the British capital, where the London Coffee Festival celebrates the highest quality beans with masterful brewing performances.

### Insight

A symbol that is unmistakably Emirati makes the idea feel less chosen and more inevitable.



الفريق هو الفرق بين  
 “عمل أفضل”  
 و”أفضل عمل”.

Teamwork makes  
 ordinary people achieve  
 extraordinary results.

## Sample 5

### Context

Internal campaign designed to motivate employees through proverbs that feel close to how they speak and think, avoiding global clichés

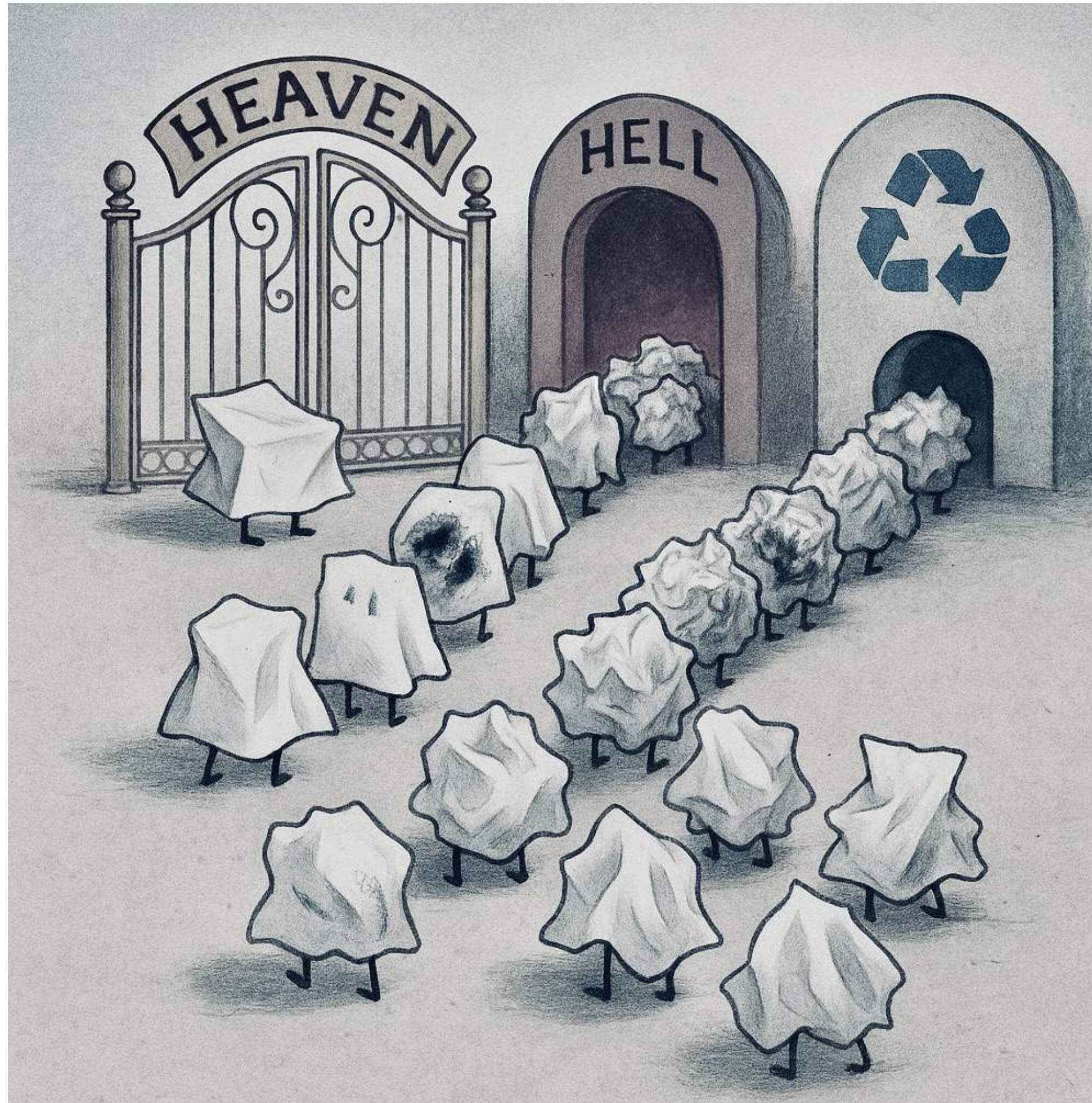
### Back Translation

"Team" is the differentiator between "better" and "best" work

### Insight

Arabic has a built-in linguistic tool that turns “better” into “best” by simply flipping word order. This line uses it to emphasize the power of teamwork.

# 05. Off the Brief

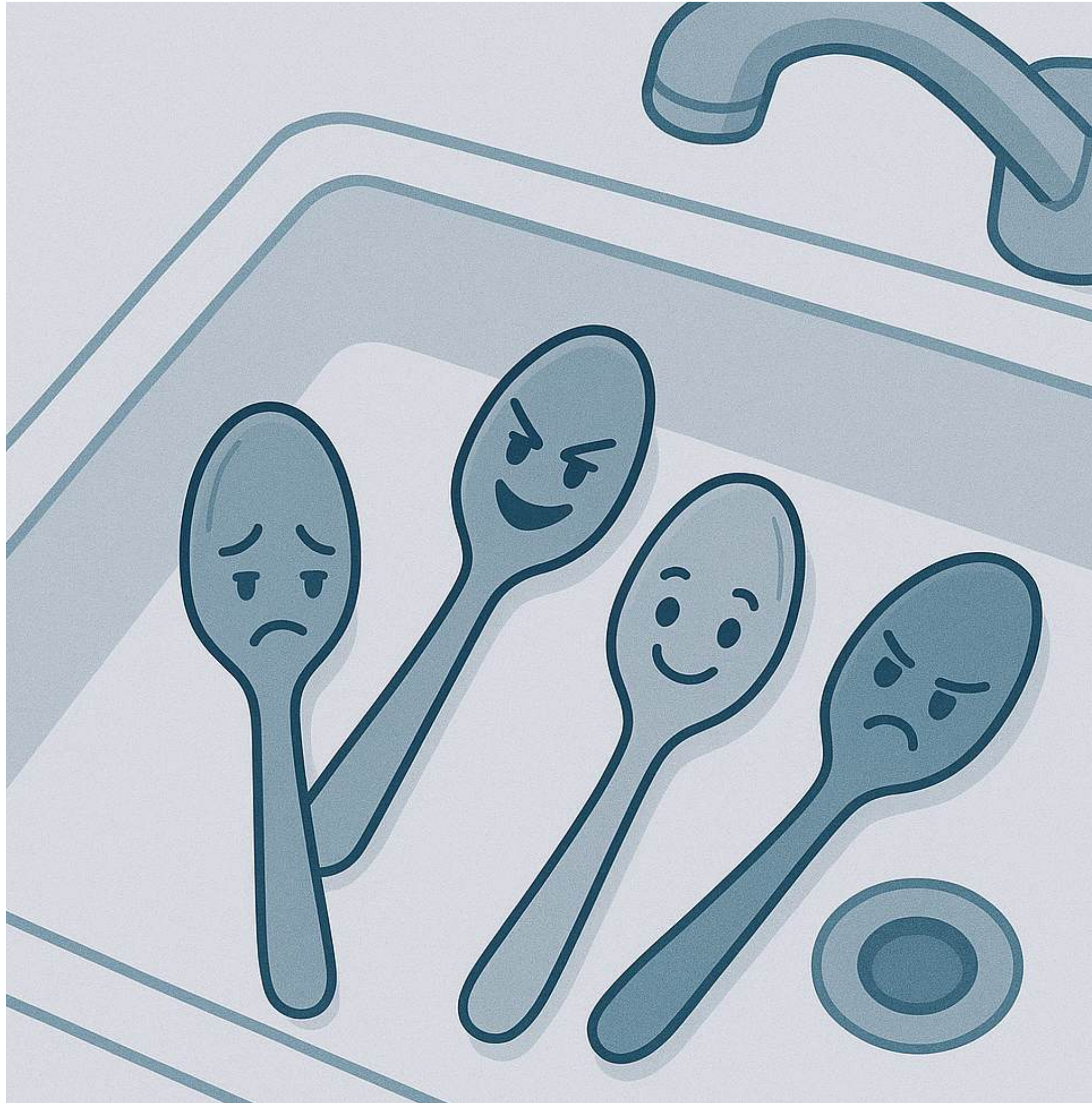


## The Poetry of the Mundane

In this series  
The ordinary has lines  
The mundane has a story  
And I listen closely  
To things that don't talk back

Like who knew used tissues  
Had Judgement Day?

Keep sliding to see more



## The Spoons Who Knew Too Much

You think those spoons lie lifeless in the sink? They've seen it all. And today, they speak.

### **The Martyr Spoon**

"I get boiled alive. Stirred without mercy. Many times a day. But what's suffering in the name of caffeine, really?"

### **The Survivor Spoon**

"It's been a long week under the sofa. I made a thud when I fell, but the movie was louder. Still choking on dust."

### **The Trauma Spoon**

"He grabbed me by the throat and stuffed me in his shoe. Their 4-year-old is terrifying. They let him do this every day."

### **The VIP Spoon**

"My life is drama-free. I always get washed, hot water, sponge massage, and all. Now, leave me in peace."

If my spoon could talk, it wouldn't shut up about peanut butter. Will you share your spoon's story?

## The Socks Who Stayed Behind

Every now and then, I end up with a single sock in the pair. Like "what's the problem here?" I said it casually, not expecting an answer, but I got four instead.

### **The Rebound Sock**

"You've been pairing me with strangers. Dots, stripes, even plain, and I said nothing. But glitter? That's a no. I have dignity!"

### **The Romantic Sock**

"We had so much fun in our last spin. Where'd he go? Every time the drawer opens, I hope it's him. But it's always just...you."

### **The Existential Sock**

"Am I really a sock without my pair? Make me a mop to your floor, a wiper to your mirror, a chew for your dog, but a single sock? Please, I need purpose."

### **The PlaySock**

"I actually prayed for this and now everyone wants to hang out with me. Imagine? I can't blame them, but maybe you can pay for a better detergent?"

I think I lost my pairs while packing in Lebanon. I'll call Mom to check but won't tell these socks a thing until I'm sure. Let them sweat a little more.



## The Towel Who Fell for Sky Boy



They said towels don't fall in love  
I believed them  
Even made it a mantra  
Every time I left the dryer

"You come from a machine  
Better act like one"  
That's all I heard  
On rinse and repeat

You fold me?  
I bend  
Open me wide?  
All yours  
Rub me here and there?  
Fine, I'll get used to it  
But throw me away once done?  
That always hurt the most

Anyways I thought I had no choice  
Until someone shouted once  
"The dryer isn't working"

For the first time in my life  
I got pulled outside  
I was hanging on the line  
When I met Him  
The wind  
My sky boy

He came to me soft and bold  
It was literally moving  
He'd linger a little longer  
Then push a little harder  
It was difficult not to fall

So I learned to sway  
And just like that  
I hung out all night  
Dancing to His rhythm  
Enchanted by His moans  
Until the next morning light

When I woke up  
He was gone  
Is He getting us breakfast?  
I wanted to wait  
But it was too late

I got pulled back inside  
By the man who uses me

[Read More](#)



## Urgency - An Autobiography

"When I was born  
There were no nurses around Mom  
So I cut my own cord  
Just to show up on time

Doctors panicked  
Said I'd ruined my biological clock  
Meaning I'll spend the rest of my life  
Being ahead of everyone else

I thought that was a good thing  
Now it's all backfiring

Once, I got a speeding ticket  
On my way to an interview  
But the recruiter thought I was creepy  
For arriving an hour early

I tried to smooth things over  
Sent him a follow-up email  
Before we even sat down  
It didn't work either

Thought I'd give him the future  
Shared where I see myself in 5 years  
He called security on me

Anyway, that's not what lost me the job  
My cousin called mid-interview  
Said my funeral already started  
I had to rush out

Funny how you can die  
And still feel behind"

— Urgency



## Perfectionism - A Memoir

"I don't like the font size  
Of the words you speak  
That's what I told my ex  
Just before we broke up

He laughed. I didn't  
Because I wasn't joking

I was generous with chances  
Until the day he texted  
Im missing you

You see the problem, right?  
There was no apostrophe  
Hence, no future

If today it's this  
Five years later, what?  
He'll spell resumé without the é  
Then wonder why he's unemployed?

I could have stayed  
Loved him in lowercase for revenge  
But I don't settle for less  
I'm nobody's unfinished draft"

— **Perfectionism**

# Let's Connect



 Dubai, UAE