



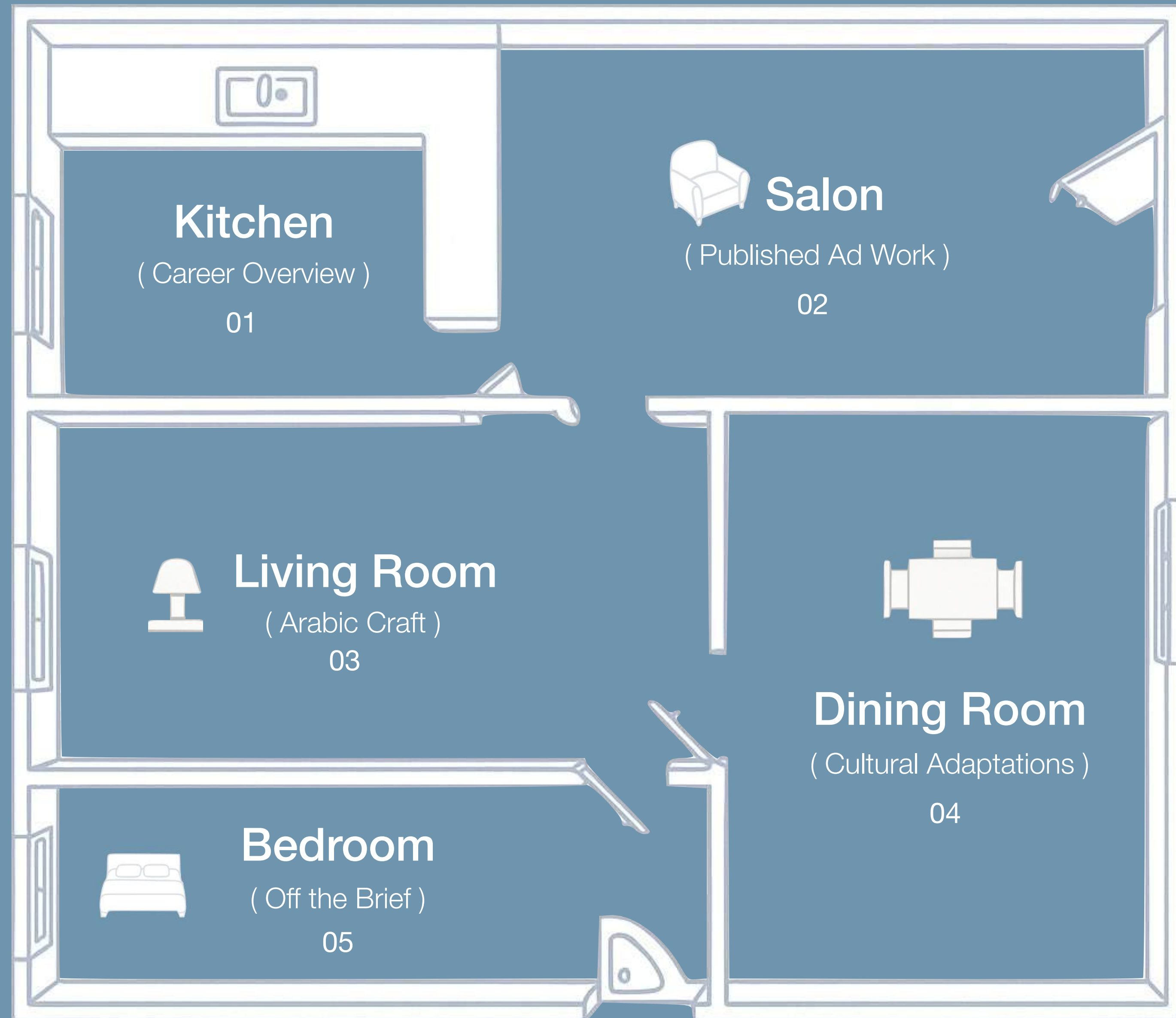
Nour Jurdi

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

0000 0000 0000 0000
CREDIT CARD

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.

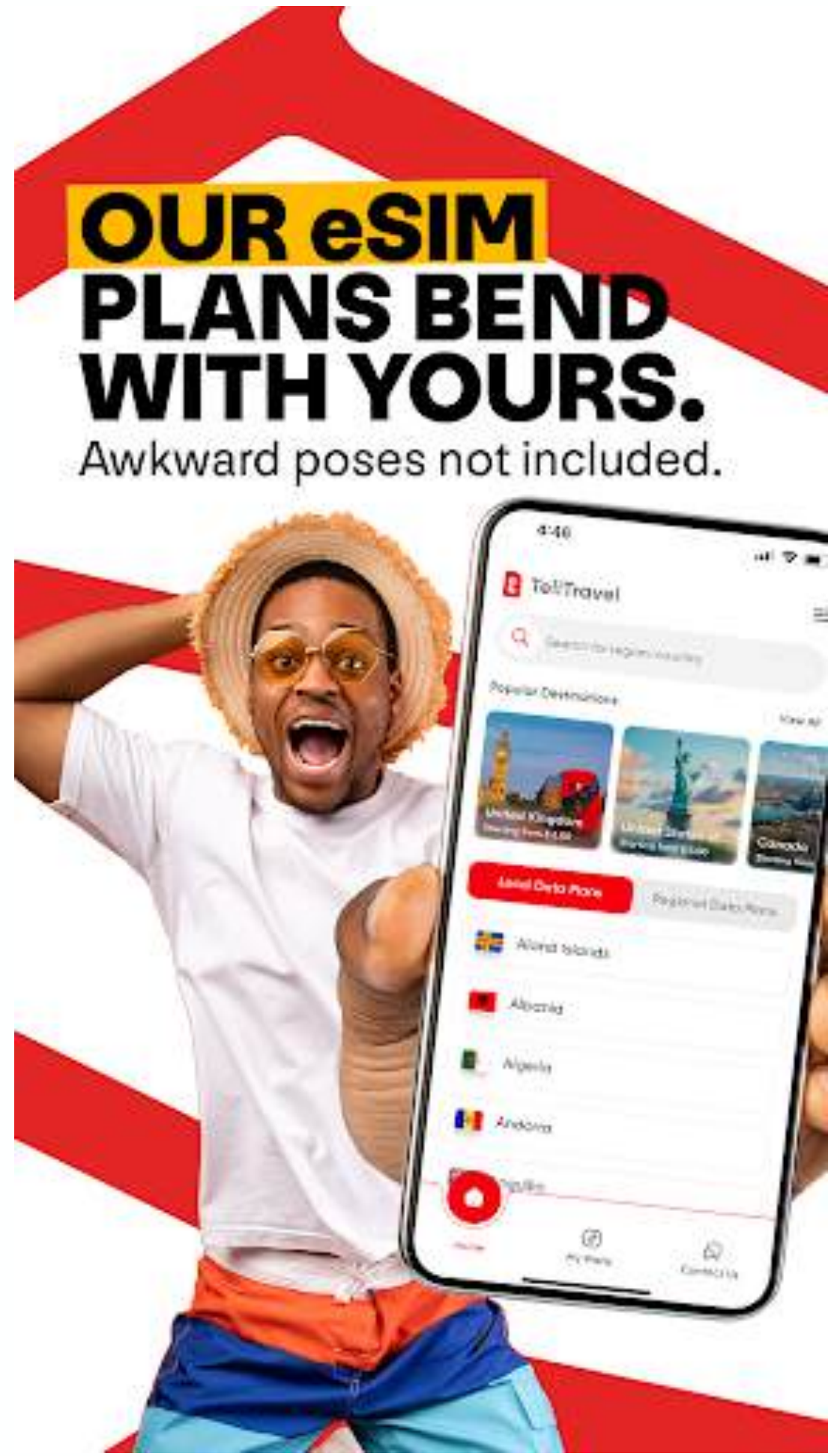


TeliTravel

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.**



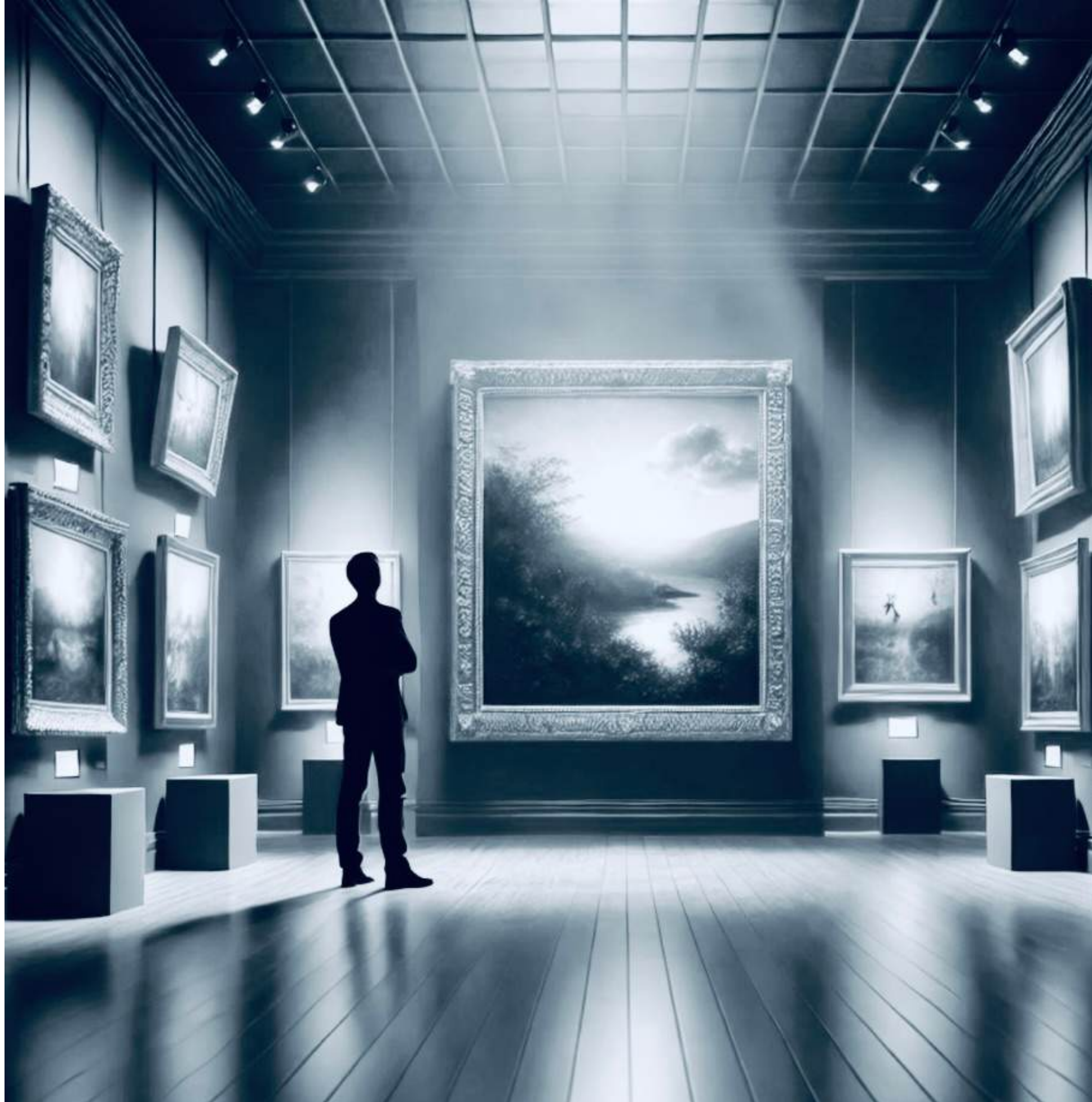
 Tap to connect.

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 وقُدوةً 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

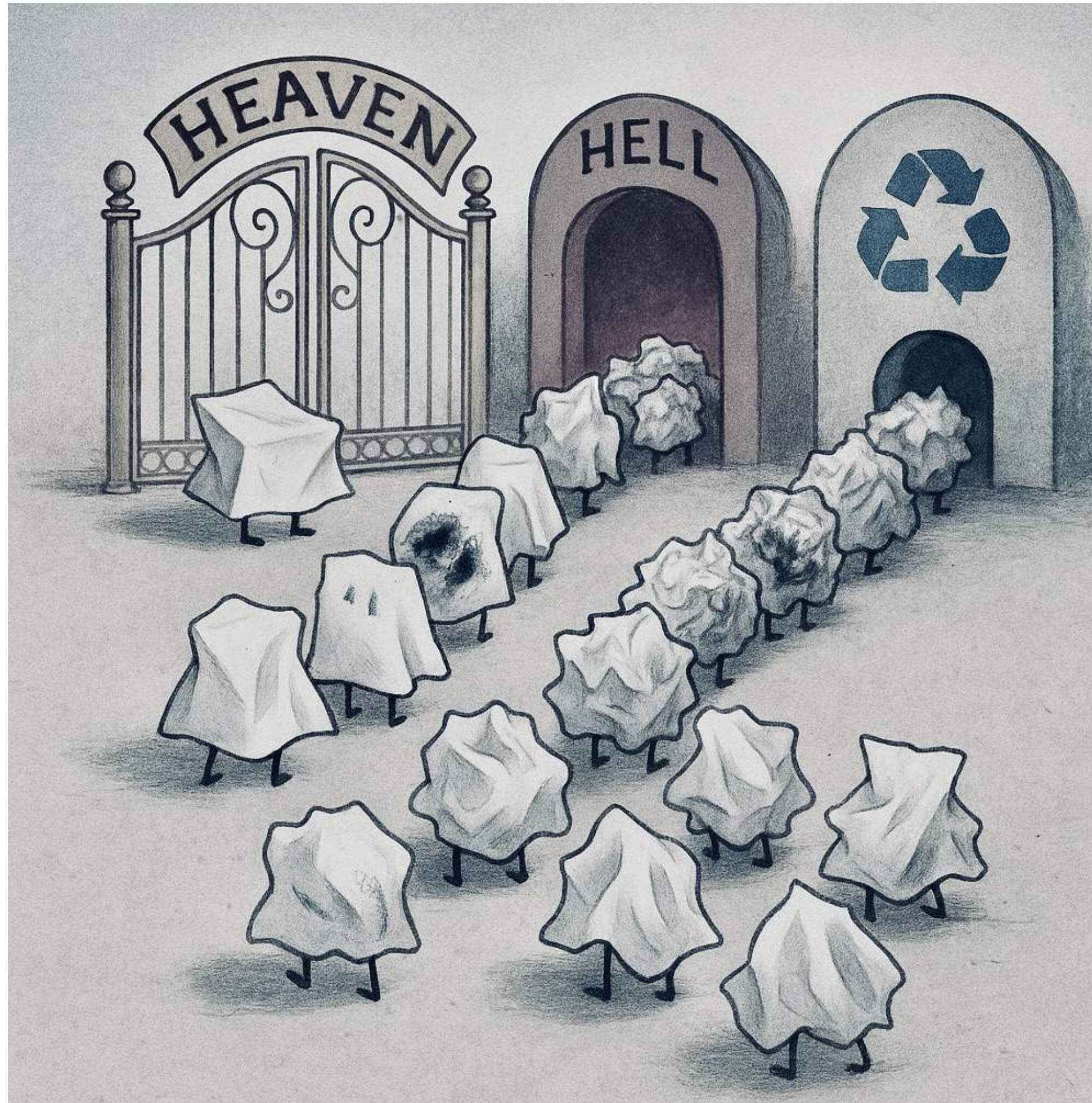
Back Translation

"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

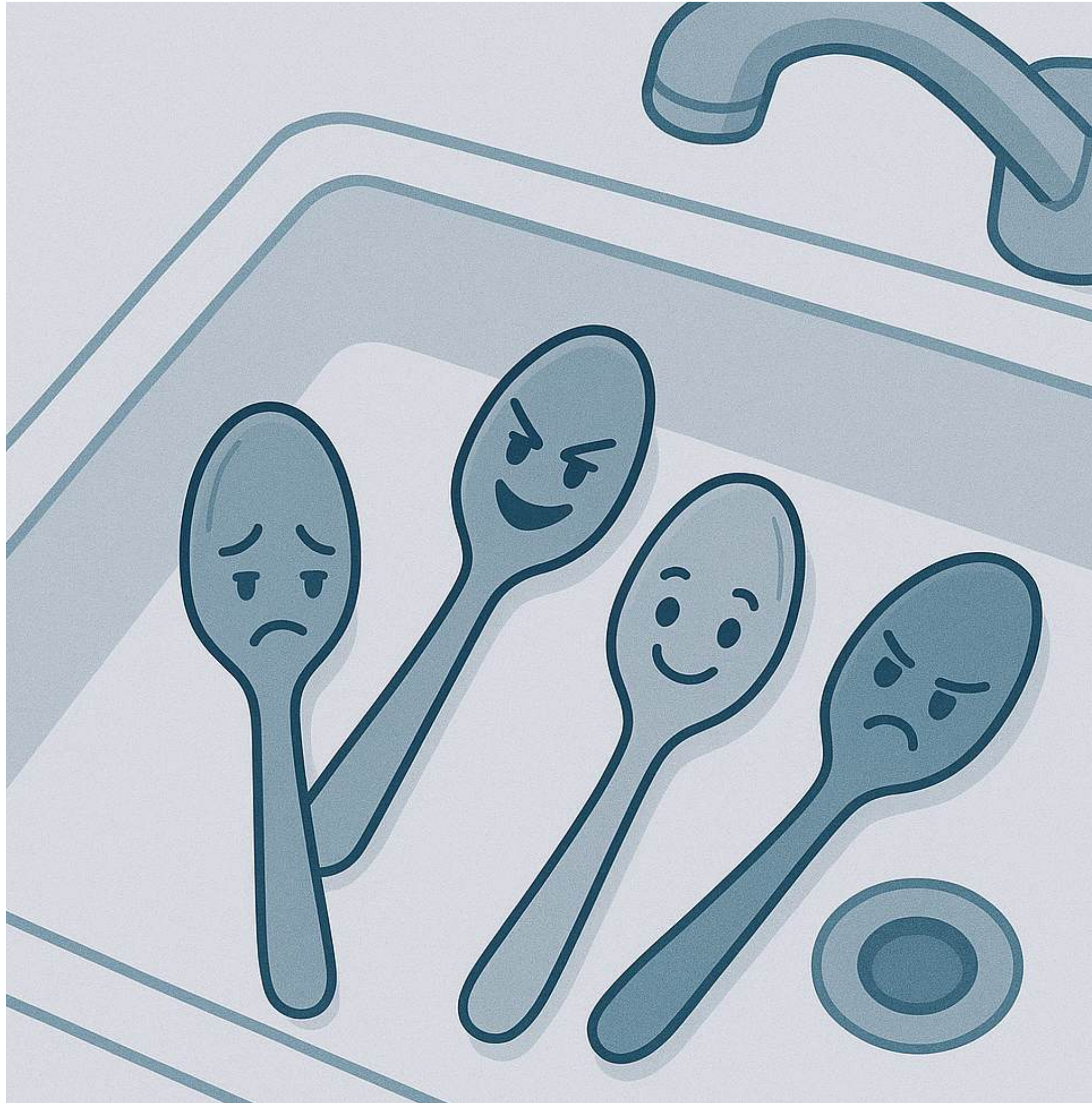


The Poetry of the Mundane

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