

[ASHRAF NAHLOUS](#)

Copywriter & Content Director — Branded Storytelling, Social Campaigns & Narrative Film

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[Portfolio](#)

PROFILE

Award-winning director, award-nominated copywriter and content director who turns bare-bones briefs into emotionally charged scripts, social campaigns and branded films that stick. I blend a writer's ear for dialogue with a director's eye for performance, guiding projects from concept to final frame across TikTok, Instagram, YouTube and the cinema screen. Bilingual in Arabic & English, I thrive on cross-cultural teams, bold client pitches and stories that travel.

SELECTED PROJECTS

Joy Films ME — “Keep Smiling” Campaign (Copywriter & Content Director) - 2025

- Developed three TikTok-first concepts built around repeat-watch hooks; green-lit after first pitch
- Leading scripts → storyboards → talent for a hero film plus three cut-downs across MENA
- KPI target: boost brand sentiment & follower growth at launch (results due Q4 2025)

Arcast Studio — Vertical Reels (Copywriter & Content Director) - 2025

- Show-running a 10-reel series spotlighting emerging Emirati talent
- Managing a five-department crew to deliver 9:16 content optimized for Reels & Shorts
- Early test cuts praised for “cinematic edge in a vertical frame”

The Dubai Tapes (Copywriter & Content Director) - 2025

- Ran a two-day shoot with 20+ actors and a 7-person crew.
- Delivered seven comedic skits for W Attiko Lounge and The Hungry Monkey, optimised for IG Reels, TikTok & YouTube Shorts.

This Is Love Too (Writer & Director, short film) - 2025

- **Winner — Best Cinematography (Film Society Awards, Season 3).**
- **Winner — Best Actor / Nominee — Best Script (Paramount We Create Drama Festival, Season 4).**
- Featured in Khaleej Times for standout emotional storytelling. Produced with Paramount Hotel, Nikon & Westford University.

Are You the Rat? (Writer & Director, short film) - 2025

- Crime-thriller proof-of-concept for feature Yet... Another Gangster Movie.
- Led script development, casting, production and festival strategy.

Ocean Quest VR (Narrative Copywriter) - 2024

- Wrote immersive storyline for an underwater VR experience commissioned by the University of Salford (UK).
- Project won Excellence in VR (MediaCity Immersive Tech Hub) and Highly Commended (Signature Awards Manchester).

PROJECTS IN DEVELOPMENT

The Man Who Knows Everyone — Writer & Director

Stylised short mixing magical realism, direct address and comedy; in pre-production, submitted to Sharjah Film Platform.

Dear Devil, Hope You're Doing Well — Writer & Director

Feature screenplay exploring justice, identity and public morality; submitted to Red Sea Souk for development.

AWARDS & PRESS

- Best Cinematography – Winner · Film Society Awards (2025)
 - Best Actor – Winner · Paramount We Create Drama Festival (2025)
 - Best Script – Nominee · Paramount We Create Drama Festival (2025)
 - Featured · [Khaleej Times](#) coverage on *This Is Love Too* (2025)
 - Interview · [Met Radio](#) with Donovan Lacroxi (2025)
 - [Excellence in VR](#) – Winner · MediaCity Immersive Tech Innovation Hub (2024)
 - [Highly Commended](#) · The Signature Awards Manchester (2024)
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CORE SKILLS

Copywriting & Scriptwriting: ads · social captions · short & long-form narrative

Creative Strategy: concept development · campaign ideation · audience psychology

Directing & Production: talent direction · lean shoots · post-supervision (DaVinci Resolve, CapCut)

Social Media Mastery: short-form vertical video · meme mechanics · influencer collaborations

Client & Team Leadership: pitching · deck building · cross-functional coordination

TOOLS & PLATFORMS

DaVinci Resolve · CapCut · Canva · Adobe Suite · Meta Business Suite · TikTok Creative Center · ChatGPT

LANGUAGES

Arabic (Native) · English (Fluent)