

Nisreen Kaj

M / +9613943213

E / nisreenkaj@gmail.com

W / nisreenkaj.com

In Brief

Creative writer and communications consultant with specializations in advertising, shopper marketing, and corporate communications.

Services

Copywriting, editing, creative ideation, communication and creative strategy development, creative pitch and campaign development, creative team management, social media and digital campaign supervision, photography, videography, and video editing.

Education

2011 – 2012
MA, Racism &
Ethnicity Studies

University of Leeds / United Kingdom
Full scholarship: Said Foundation and British Lebanese Association
Final grade: Distinction

2002 – 2006
BS, Management
Information
Systems

American University of Science and Technology / Lebanon
Full scholarship: American University of Science and Technology
Final grade: Distinction

Experience

2017 – TODAY
Videographer &
Content Creator

Independent
Filming and editing video for clients and initiatives such as Beirut Berlin Express (BBX) at Reunion, the 2019 Fearless Collective and Amnesty collaboration, indie band Yetipop, Zahar Lingerie, Nods Nightclub, and Kiri Cream Cheese influencer Manal Massoud.

2006 – TODAY
English Copywriter
& Creative Lead

Independent
Working with clients to develop strategic direction for creative campaigns, as well as providing high-quality written material such as content calendars, press ads, video scripts, press releases, speeches, editorials, website content, brochures, and corporate presentations. Clients include Bakalian Flour Mills, Saudi Research and Marketing Group, Interesting Times, Joe Fish, BeitMisk, Plan Bey, Fadi Sarieddine Design Studio, Tyconz Consulting, Markits Consulting, and GCEL.

2015 – 2018
Copywriter &
Creative Lead

Leo Burnett / Lebanon
Worked as English writer and creative lead; developed strategically-sound solutions for local and multinational corporations; collaborated

with various teams (creative, digital, PR, CS, production) to create integrated campaigns; and created SEO-friendly copy for websites, blogs, microsites, and social media channels. Clients included Bank Audi, Alfa Telecom, UNICEF, Always, Ksara, Renault, Mondelez, Sohat, Gandour, Exotica, Ahlam Real Estate, and Diageo World Class.

2013 – 2018
Advisory Board
Member

Antiracism Movement / Lebanon

Provided strategic guidance for the organisation's projects such as its Migrant Community Centres (MCC), as well as aided in the development of campaigns, initiatives, and programs.

2012 – 2015
Conceptualizer,
Project Manager,
& Communications

Mixed Feelings / Lebanon

Socio-visual project on racism in Lebanon through the experiences of mixed heritage Lebanese, in cooperation with Heinrich Böll Foundation. Press coverage included BBC, Reuters, CNN, Middle East Eye, Daily Star, Al-Akhbar, As-Safir, Mashallah News, and Global Voices.

2013 – 2014
Assistant Director

Ashkal Alwan / Lebanon

Non-profit organization working on research, production, and diffusion in contemporary artistic practices. Supervised general admin tasks; liaised with beneficiaries, partners, and board members; assisted in fund writing and reports; worked on all communication material; aided in setting up both programmed and hosted events.

2009 – 2011
Communications
Officer

Taste Culture / Lebanon

A cultural exchange initiative promoting dialogue between migrant and Lebanese communities. Managed and executed projects in collaboration with organizations such as Amnesty, KAFA, and Human Rights Watch.

2007 – 2011
English Copywriter

ilevel / Lebanon

A shopper marketing agency offering services through research, design, and events. Clients included UNICEF, La Roche-Posay, Maggi, KitKat, Virgin, L'Oréal, Perrier, Lenovo, Aramex, and Al Qudra Holding.

Speaking Events

2016
Host & Speaker

Celebrating Lebanese-Nigerian Cultural Relations / Lebanon

Part of the SAIL Program of Notre Dame University (NDU).

2016
Panellist

Aesthetics Of The African Diaspora / Lebanon

By the AIOnsor initiative and part of "Growing Sustainably," Beirut Design Week 2016.

2016
Guest Speaker

Landversation / Lebanon

An interactive Exhibition by Nigerian Dutch artist Otobong Nkanga.

2015
Panellist

I Am The Sugar At The Bottom Of Your Cup Of Tea / Lebanon

Round table on identity in the context of Lebanon held at Beirut Art Center.

Volunteer Work

- 2013
Case Worker
Lebanese Centre For Human Rights (CLDH) / Lebanon
Worked with the CLDH team on cases regarding detained migrants.
- 2011
Workshop Designer
Insan Association / Lebanon
Created pilot workshop addressing racism faced by children at school.
- 2011
English Teacher
Migrant Workers Task Force / Lebanon
Taught the 'English for Beginners' module.

Publications

- 2017
Article
"On Mixed Identities, Racism, and Activism in Lebanon."
Civil Society Review, Lebanon Support (Lebanon)
- 2015
Essay
"It Can Only Go Up From Here."
The Chimurenga Chronic, a quarterly gazette (South Africa)
- 2014
Book Chapter
"Contemporary Racisms in the Mediterranean Region",
In: Law, I, (ed). *Mediterranean Racisms: Connections and Complexities in the Racialization of the Mediterranean Region* (London: Palgrave MacMillan)
- 2012
E-Working Papers
What's wrong with this picture? A pilot study on Lebanese of African heritage; how they challenge current discourses on identity, "race", racialization, and racism in Lebanon."
Centre for Ethnicity and Racism Studies (United Kingdom)
- "In black and white? A look at racialization and racism in Lebanon."
Centre for Ethnicity and Racism Studies (United Kingdom)

Workshops

- 2015
Ideation Techniques
Leo Burnett Beirut
- 2015
Public Speaking and Speech Writing
Asfari Institute for Civil Society and Citizenship
- 2012
Video Advocacy Action
Amel Association (Lebanon) and Hungarian Civil Liberties Union
- 2007
Introduction to Photography
American University of Science and Technology

Technical Skills

Microsoft Office, KeyNote, Sony A7Sii, Premier Pro, Photoshop