MORA MICHEL MOURISE

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I WAS CREATED TO CREATE

This is simply what I believe in; the human brain is the most fantastic machine god created, and using it right can make you reach cloud nine and beyond. I believe I have what it takes to perfect my work, and whether I am on the client or agency side, I can deliver the needed results.

EXPERIENCE

AUGUST 2024 – AUGUST 2026

CREATIVE DIRECTOR & CONTENT TEAM LEAD | IMV FOR DIGITAL SOLUTIONS

- Leading the content team at IMV for Digital Solutions (a team of 7 members), managing day-to-day workflow, and ensuring brand alignment.
- Acting as an experienced strategist, developing tailored content strategies for multiple industries, such as Clothing, NGOs, AI services, Courses & training, and more.
- Setting the creative direction for media production, guiding the approach for campaigns, photoshoots, videos, and other branded assets.
- Defining and maintaining the tone of voice and messaging framework for each fragrance house, adapting communication to fit customer behavior and cultural context in different markets.
- Collaborating with designers, media buyers, and marketing teams to ensure integrated execution of campaigns, strategic goals, and store openings.
- Pitching and presenting strategies to management and partners, highlighting brand positioning, campaign concepts, and marketing direction.
- Ensuring all content is story-driven, visually appealing, and aligned with brand identity, while maintaining consistency across platforms.
- Monitoring performance, gathering feedback, and optimizing strategy for better engagement, reach, and conversion.

MAY 2023 – JULY 2024

REGIONAL CONTENT CREATOR | MAISON DE MAA BEAUTY GROUP

Maison De Maa is a perfumy house located in France, and under its umbrella lives five other fragrance houses (Maa Al Thahab - Aqua d'our - Majouri - Maison Matine - Ist & Me), and I am responsible for the Content Creation of the first three, specifically Maa Al Thahab.

- Developing a complete Content Strategy for the brands I'm responsible for in Egypt, Lebanon, Morocco, Turkey, Saudi Arabia, and the UAE.
- Crafting & creating content while considering the proper tone of voice, the message wanted to be delivered, and the customers' behavior for each house separately.
- Cooperating with the designer and the media buyer in order to execute every campaign, event, or opening properly.
- Pitching different strategies via appealing presentations for either the management or the partners, so they can be aware of where marketing is taking them.
- Setting the creative direction for media production, guiding the approach for campaigns, photoshoots, videos, and other branded assets across countries.

MARCH 2021 – MAY 2023

SENIOR CONTENT CREATOR | BSMART CREATIVE AGENCY

- Taking client briefs, delivering the complete picture to the working team, distributing the tasks to team members, and monitoring the working flow via the CRM.
- Developing a complete marketing strategy for multiple and suitable platforms.
- Crafting & creating content while considering the proper tone of voice, the message wanted to be delivered, and the customers' behavior.
- Creating pitching proposals to win new clients over.
- Communicating with the team members monthly to assess performance and durability.
- Writing articles with impeccable grammar while taking care of the SEO ground rules.
- Script-writing for motion graphic videos is also one of my enjoyable tasks, in which I enjoy creating a written storyboard and formulating a scripted scenario.

APRIL 2019 – PRESENT

DIGITAL MARKETING CONSULTANT | THE HOODIES TEAM FOR DIGITAL MARKETING

- Monitoring, supervising and developing the skills of many teams — from 3 to 5 teams — in different projects.
- Communicating with clients to understand their needs, recommending the best methods to achieve their goals, and delivering the complete picture to the working team.

- Developing a complete marketing strategy for multiple and suitable platforms.

FEBRUARY 2018 – MAY 2020

FREELANCE SCRIPTWRITER & VO PERFORMER | TUNGSTEN MEDIA

- Researching the needed topic comprehensively and in detail.
- Knowing the product's benefits, strengths, and the problem it will solve to highlight it.
- Developing an appealing storytelling, question & answers, fun facts, or situation-based script to serve the product's main message or quality.
- Handing over a written script as a storyboard for the client to fantasize about the complete video.

JANUARY 2019 – PRESENT

FREELANCE COPYWRITER & CONTENT CREATOR

Developing and executing a detailed strategy and research to fulfill any content task to meet the optimum requirements of the market. I have worked to achieve high-quality content forms regarding the following: articles, brochures, emails, blogs, and creative campaigns in diverse fields such as medical, mobile apps, fishing tools, agriculture, interior design, handmade, events, and documentaries.

EDUCATION

OCTOBER 2024 – JANUARY 2027

MASTER'S DEGREE | ESLSCA UNIVERSITY

MBA – Master of Business Administration: Management Major

SEPTEMBER 2014 – SEPTEMBER 2020

BACHELOR'S DEGREE | MODERN UNIVERSITY FOR TECHNOLOGY AND INFORMATION

Faculty of Physical Therapy

SKILLS & LANGUAGES

SKILLS

* Critical Thinking
* Problem Solving
* Individual & Team Collaboration
* Reading & Researching
* Focus & Commitment
* Fast Learner
* Openness & Flexibility
* Leadership Quality

LANGUAGES

* **Arabic:** Native
* **English:** Fluent
* **French:** Average
* **Italian:** Beginner

EXTRA ACTIVITIES

2025 – PRESENT

WAGIHNI MENTOR | WAGIHNI PLATFORM (EGYPT)

An educational platform directed to fresh grads and juniors. I conduct sessions and courses on strategy and content using AI tools.

2024 – PRESENT

MEMBER OF SHE LEADS PROGRAM | FRIEDRICH NAUMANN FOUNDATION FOR FREEDOM (JORDAN)

A women empowerment program made for business leaders in the Middle East, bringing women from Egypt, Jordan, Lebanon, Tunisia, and Palestine together to share experiences and explore business options.

2023 – 2024

MEMBER OF EUTHENIA COMMUNITY | FRIEDRICH NAUMANN FOUNDATION FOR FREEDOM (SPAIN)

A platform in the Mediterranean region aimed at advancing gender equality in business, training women for future leadership roles, and fostering collaboration across public and private organizations.

COURSES & CERTIFICATIONS

- SEO Fundamentals with Sheeren Badr (2022)
- Digital Marketing Nanodegree | Udacity (2020)
- VIP Digital Marketing Master Course | Udemy / Pouya Eti (2020)
- Copywriting Fundamentals | The Copywriter's Workshop with Randa Moataz (2019)
- Audio Production Workshop | Povo Academy (2018)
- Voice Over and Dubbing | Mai Fouda Workshop (2018)
- Arabic Phonetics and Grammar | Andel (2017)