

# KHADIGA YOUSSEF

khadigayoussef.com  
khadija.m.youssef@gmail.com  
+49 151 650 53983

## *COPYWRITER & GRAPHIC DESIGNER*

An Egyptian hybrid creative with a multidisciplinary background in design, filmmaking, and copywriting. With a focus in advertising, having trained in agencies like: antoni, Jung Von Matt Spree, and DDB Berlin.

## EXPERIENCE

### Copywriting Intern

antoni Berlin

Client: Mercedes-Benz

*Conceptualizing and copywriting for Mercedes G-class, and AMG GT. Proactive idea pitches, scripts and presentations. Conceptualizing digital branding for antoni's junior event.*

Apr 2022 – Jun 2022

### Copywriting Intern

Jung von Matt SPREE

Client: Hyundai

*Conceptualizing ways of incorporating Hyundai within the metaverse. Proactive idea pitches, and presentations for Nivea, Haribo and Hyundai.*

Jan 2022 – Mar 2022

### Creative Intern

DDB Germany

Client: Volkswagen

*Worked in the Post production of the All new Taigo Campaign. Working on concepts for type design, visual effects, transitions and editing supervision.*

Oct 2021 – Dec 2021

### Freelance Copywriter

GoodPeople

*Conceptualizing with directors ideas for film and script-writing. Designing the concept pitch decks. Overseeing dialogue, character styling and script continuation on set.*

Dec 2018 – Nov 2019

### Director's Treatment

### Ghostwriter for TVC

*Writing and designing treatment decks.*

Feb 2017 – Jun 2018

## EDUCATION

### Miami Ad School Europe

Copywriting Portfolio Program

### German University in Cairo

Bachelor of Applied Arts & Science  
Visual Communication

+One of the highest graded thesis.

Featured in local cultural news MO4

## SKILLS

✂ Conceptual Copywriting

✂ Design Thinking

✂ Adobe Creative Suite

✂ Microsoft Office

✂ Assisting in TVC Production

✂ Assisting in TVC Direction