

STEVE SALIBIAN

COMMUNICATIONS MANAGER
AND CONTENT WRITER



(416) 474-9517



steve.salibian@gmail.com



salibiansteve.wixsite.com/copywriter

EDUCATION

BACHELOR OF ARTS, MASS
COMMUNICATIONS
& SOCIOLOGY, HONOURS

York University
Toronto, ON

COLLEGE DIPLOMA,
CREATIVE ADVERTISING,
HONOURS

Seneca College of Applied
Arts and Technology
Toronto, ON

SKILLS

Compelling copywriter
and strategic storyteller

Prolific thinker and
creative ideation specialist

Tailored content writer for
traditional and digital
platforms

Exceptional time-
management skills
needed in a fast-paced
environment

Positive team player who
works well with others or
can thrive independently

PROFILE

With over 15 years of experience as an award-winning copywriter, I have built many powerful integrated campaigns both offline and in the digital world. For me, effective writing starts and ends with a strong idea that can tell a story and most importantly, produces business results. It is with this mantra that I have been able to work with a wide array of clients and mediums spanning North America and the Middle East.

EXPERIENCE

Customer Communications Manager | March 2020 – Present
Air Canada | Toronto, Canada

As the manager of Air Canada's customer-centric tone of voice, I'm responsible for creating external-facing materials, including emails, websites, letters, customer-facing applications and various ad hoc communications materials. I liaison with Air Canada's in-house Creative Studio to support marketing communications projects as needed, including tone & manner guides and creative copy development.

My responsibilities include, but are not limited to:

- Communicating and collaborating across the company to craft the content and brand voice for use across relevant customer and employee communications channels, including emails, websites, internal technical guides and training
- Delivering copywriting solutions that reinforce Air Canada's brand voice and marry with visual elements to achieve desired brief objectives
- Collaborating with the product team, customer contact centres, employee communications, e-commerce and brand teams and external agency partners to build consensus amongst multiple stakeholder groups
- Interpreting, gaining and communicating insights on competitor messaging to inform the direction
- Managing multiple projects at a time from concept through to completion.
- Providing quality control over projects to ensure brand voice consistency.
- Managing freelance resources as required to complete projects on time, within budget and strategy.
- Working closely with product owners, subject matter experts, and legal and marketing groups to ensure copy is grammatically correct and meets brand standards.
- Demonstrating extraordinary communication and writing skills with a meticulous eye for detail.
- Displaying an ability to familiarize myself with technical or industry topics in a timely manner

ENDEAVOURS

70 countries visited

Bilingual: English & Armenian

Experienced drummer

Recreational basketball player

Hobbies: Photography, Cycling, Movies

PROGRAMS

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Adobe Photoshop

Adobe Illustrator

PERSONALITY

[linkedin.com/ssalibian](https://www.linkedin.com/in/ssalibian)

twitter.com/ssalibian

[instagram.com/ssalibian](https://www.instagram.com/ssalibian)

Lead Content Writer | July 2016 – October 2019

Qatar Airways | Doha, Qatar

As the lead and lone marketing content writer for Qatar Airways, I create and manage the marketing content for the second best airline in the world, according to the Skytrax World Airport Awards. It is my responsibility to compose and edit copy that adheres to strict brand guidelines, follows a specific tone of voice, and is consistent throughout all of the communications worldwide.

Responsibilities include:

- Delivering offline collateral content for brand and commercial campaigns, and new destination and product launches (print, radio, OOH, SMS)
- Writing for online social media channels that complement the offline collateral (posts, landing pages, e-newsletters, banners)
- Generating content for internal and external subsidiaries within the Qatar Airways Group (Qatar Aviation Services, Qatar Aircraft Catering Company, QR Cargo, Qatar Airways Holidays, Qatar Duty Free and Qatar Executive)
- Creating or proofreading content for:
 - Stakeholders and outstations around the globe
 - Specific programs within Qatar Airways (Oryx Kids Club, FFP, Beyond Business, Student Traveller Programme, QSky)
 - Seasonal and yearly campaigns, special events and promotions (Ramadan, Eid, National Day, Qatar Stopover Programme)
 - External partnerships, awards and contests (FIFA World Cup, Asian Games, Visa, Skytrax)
- Creating content for internal communication purposes for staff such events and announcements
- Managing other external requests (crisis marketing, annual reports, in-flight scripts, recruitment ads, menus, invitations, infographics)

Freelance Senior Copywriter | April 2013 to July 2016

Agencies: JWT, Y&R, Frame Communications, FP7, Triple Two, Dallah Advertising

Clients: Ertibat, Aldar Printing Press, Blue Cacti, GeoWash, IACQatar, UCC

Responsibilities included:

- Developing 360° integrated campaigns for full-scale pitches from high-profile clients in Qatar (Katara, Aspire Zone, The Pearl and Barwa Bank)
- Generating concepts and ideas, which meet the requirements of the brief, the brand standards of the client, and work well across multiple channels
- Managing all content from brief to final execution and ensuring it is approved and submitted within strict deadlines
- Working independently and as part of a team including Creative Directors, Art Directors, Account Managers and Production
- Developing a deep understanding of products, target markets, competitors and industry trends for each client
- Actively participating in brainstorming sessions to generate ideas
- Revising content when necessary in a timely manner

Senior Copywriter | July 2010 to February 2012

TBWA Zeenah | Muscat, Oman

Clients: Omantel, Oman's leading telecom company, National Bank of Oman, Zubair Automotive, and A'Saffa Chicken

Responsibilities included:

- Championing the copy for the agency's entire client base
- Leading a team of three Omani junior copywriters and mentoring them with insights and knowledge
- Creating strategic and holistic advertising copy for creative channels within the consumer experience
- Immersing in the local Omani culture and learning about the customs and traditions in order to generate more relevant copy

Direct Marketing Copywriter | October 2007 to November 2009

DraftFCB | Toronto, Canada

Clients: HP, Canada Post, OLG, Johnson & Johnson and TD Canada Trust

Responsibilities included:

- Writing engaging CRM copy for the Ontario Lottery Gaming Commission, specifically Winner's Circle Rewards members
- Developing B2B copy for the Business Services division of Canada Post

Copywriter | May 2005 to March 2007

Top Drawer Creative | Toronto, Canada

Clients: Sporting Life, Fitness Depot, New Balance & Golf Town

Responsibilities included:

- Creating clear, compelling, conversational, and persuasive copy
- Ensuring there is a consistent voice across all customer-facing touch points and sales channels
- Working in the fast-paced retail agency environment where one-day turnaround times were a common theme