

CONNECTED

TO CREATIVITY



It all began with the pen. No matter how much the world advances, the skill of writing will always be the foundation—the most important skill in life.

ROOTS OF CREATIVITY

Writing is the world where everything in my life began. Amidst the challenges, there was always a pen writing. For me, writing started as a way to relieve stress and the pressures of studying, then evolved into a means of crafting fiction to tell stories of a better life, a life embodying a better world. Over time, I realized that creativity doesn't stop there; it extends to marketing writing and content creation—tools that can change people's lives. Words became actions for me, visions on paper capable of making a difference and opening new doors to a better world.

"90% chance you're browsing this portfolio to hire a creative professional right now!"

UNLEASHING CREATIVITY

My professional journey began at the end of 2017 as an amateur writer on Wattpad, where I wrote unique works ranging from short stories to novels in their early drafts. However, as is often the case in life, things didn't go as planned. In 2020, I lost my main account, which led to a loss of passion. Nevertheless, I didn't give up. After every fall, rising up was the most important thing. I started searching for new opportunities in content writing and marketing, taking on unpaid freelance work. From there, the spark of creativity was ignited, setting me on the path I'm pursuing today.

The Creative Zone

Writing stories or novels as a hobby gives you the chance to dive into the world of imagination, where you're free to create new worlds and characters that reflect your dreams and thoughts. My experience on Wattpad was a platform to bring this creativity to life, where I wrote works ranging from short stories to novels in their early drafts, dreaming of different worlds through words. However, creativity on that platform had a different taste compared to any other experience. The stories and writings that were buried in the digital world and lost in reality are what I truly long for. And although I lost them there, they will always be the reason that will lead me one day to the place I aspire to reach.

Out of the Comfort Zone

Working as a freelancer was my first challenge in a North African country, where there are limited resources and real opportunities, and the society suffers from setbacks in many areas. However, it is through experience, research, and the effort to bridge distant gaps to connect with people and build a strong network of knowledge that a person becomes stronger and better. This is what will allow you to try things you never imagined and learn from experiences that once seemed out of reach.

"I know you're busy, but I'd be thrilled if you took a moment to explore what I can bring to your team!"

FROM THE CHOCOLATE FACTORY, CREATIVITY BEGINS

After venturing into freelancing as a beginner, learning the basics through various communities, and completing courses in digital marketing and content writing, these experiences became the first step in my journey. Then came a turning point in May 2023, when I found myself facing my first real, hands-on experience at **Alosra Food Industries Company**, one of the leading companies in the local market. There, I encountered new challenges and discovered that what once seemed out of reach was now achievable. Tasks transformed from mere ideas into tangible achievements, and this experience marked a pivotal shift, laying the foundation for my creative journey.

Social Media Management

I was entrusted with managing the company's social media accounts for two months—a role that required dedication and continuous attention. I worked to significantly increase activity on the pages, implementing a strategy that expanded our reach and boosted the company's digital presence. This resulted in an 80% increase in engagement. My responsibilities included creating and scheduling posts, managing comments and messages, and analyzing performance to continuously improve our strategies.

Content Writing

Working as a content writer for this company was truly demanding. I handled all written content for marketing campaigns, producing around 60 posts during my time there. The posts generated higher-than-expected engagement levels, contributing to a significant boost in overall activity. This role required creativity and adaptability to present ideas in a captivating way that met audience expectations.

Assistant Marketing Manager

It may seem hard to believe, but I also took on the role of Assistant Marketing Manager at the same time. One of my most notable achievements was organizing Libya's first "World Chocolate Day," sponsored by the company. I conceived the campaign idea and was one of the main supervisors, both digitally and on the ground. The campaign was a great success, combining creativity with meticulous organization, and it strengthened the company's brand image. Although the results were significant, it was a rewarding experience filled with challenges and achievements that I'm proud of.

"I hope you appreciate the effort of writing all of this—because I put my heart and soul into it!"

THE ART OF CREATIVE COPYWRITING

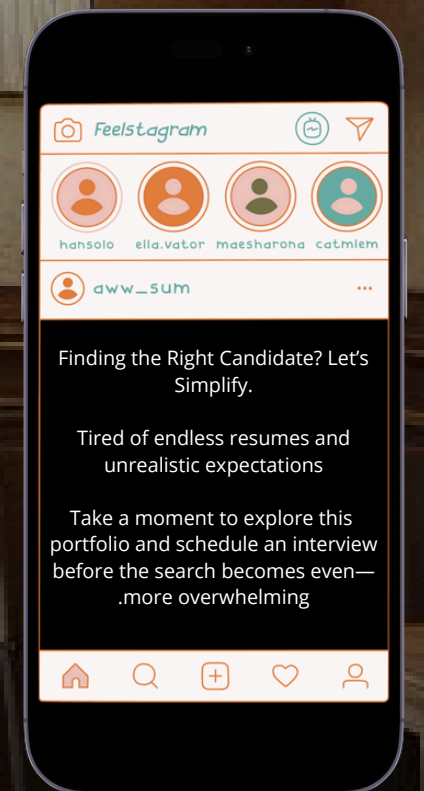
Copywriting is a vital skill that combines creativity and strategy to deliver messages that engage and persuade. To master effective copywriting, it is essential to follow these key steps, ensuring the content communicates clearly and achieves its purpose:

01 Understand the Core Idea and Goals

02 Identify Your Target Audience

03 Define the Tone, Style, and Structure

04 Technical Optimization and Refinement



"Because I value your time, I made this page shorter. No need to thank me."

KEY SKILLS

01

Content Writing: Crafting engaging and impactful written content tailored to different audiences and platforms.

02

Copywriting: Creating persuasive and compelling copy that drives action and builds brand identity.

03

Content Management: Overseeing and organizing content strategies to ensure cohesive messaging and timely delivery.

04

Content Strategy: Developing comprehensive plans to align content with business goals and audience needs.

05

Creative Briefs: Crafting clear and inspiring briefs that guide creative teams toward effective execution.

06

Junior Scriptwriting: Writing foundational scripts that bring ideas to life through storytelling and visual appeal.

"Did you know that I possess 99.9% of the skills mentioned on this page?"

INDUSTRIES AND FIELDS OF EXPERTISE

01 Food and Beverage

02 Travel and Education

03 Finance and Business Services

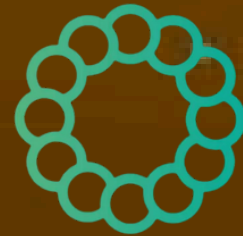
04 Textile and Manufacturing

05 Media and Production

06 Healthcare and Wellness

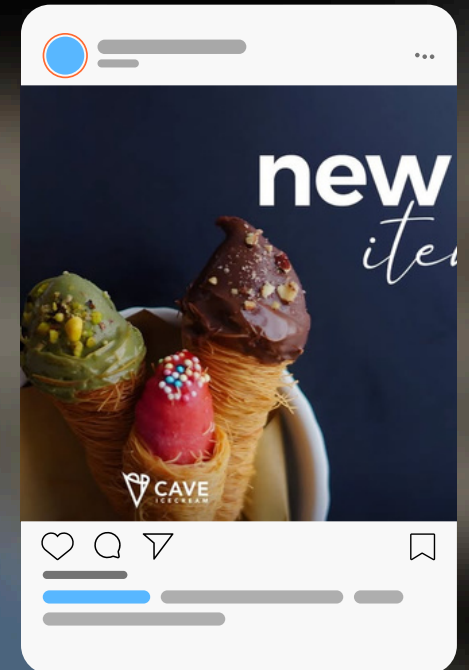
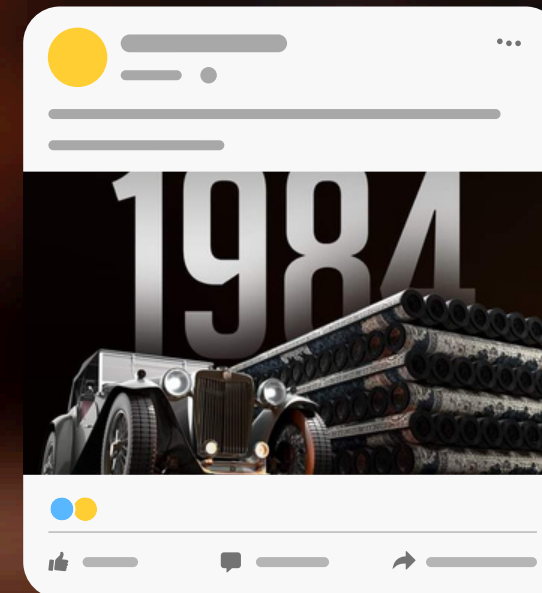
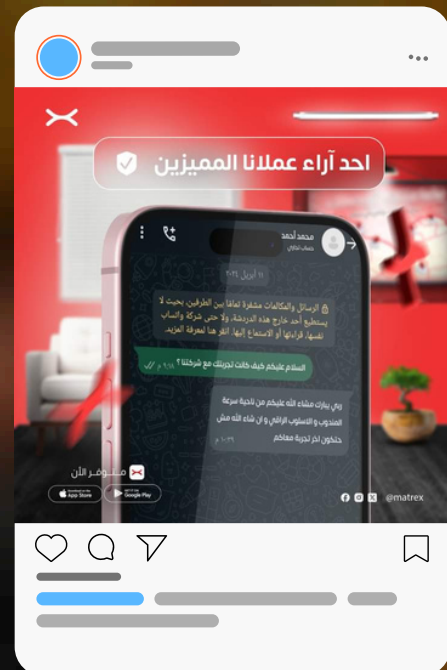
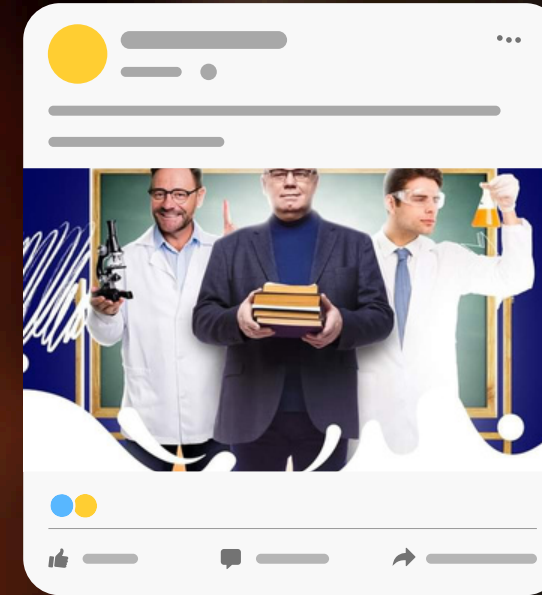
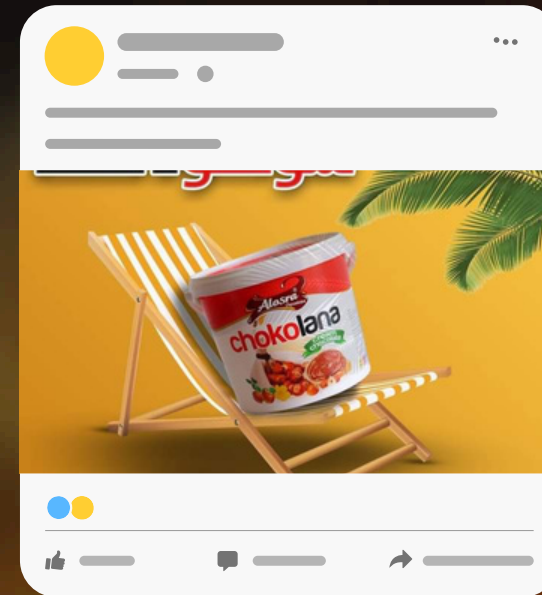
"Many of these industries I have worked in through private agencies"

CREATIVITY PARTNERS



"Valuable experience and insights gained from these companies"

SOME SUCCESSFUL CAMPAIGNS



"A glimpse of campaigns that exceeded expectations—have you come across any of them?"

3+

Years of Experience

40+

Happy Clients

30+

Successful Campaigns

70%

Engagement Rate

82%

Campaign Success Rate

250+

Written Content

"Since you've reached this page, why not make these statistics grow by making you happy?"

MUCH APPRECIATED



I've kept it concise because your time is valuable—let's make the next step even more exciting!

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