

SHROUK HOSSAM

SENIOR COPYWRITER & CONTENT/SEO SPECIALIST

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SUMMARY

I don't limit myself to one type of copy,

With a **5+ years of experience** and a **background in Mass Media and Advertising Studies** I've navigated the markets of Egypt and the Gulf, offering **content writing and SEO services** by crafting clear, creative, conversion-driven, and strategic messaging across all content formats.

PROFESSIONAL SKILLS

- Content Strategy & Campaign Development
- Copywriting, Storytelling & Multi-format Content
- search engine optimization & Geo
- Paid Ads Copywriting & Content Performance Analytics
- Reel Creation & videography
- Team working & Creative Direction
- deep & critical thinking
- Familiar with AI tools

PROFESSIONAL EXPERIENCE

senior conversion copywriter | morshedworx

Nov 2024 – Present

- Create +3000 different piece of copy that converts and drives action.
- Optimize sales funnels. From social media posts to email campaigns, landing pages, websites, scripts, sales pages, etc.

creative copywriter | Be Group Agency

Apr, 2024 – Nov 2024

- Craft engaging and selling social media content for over 10 different industries.
- Write +1000 creative & informative copies to acquire customers and enhanced brand positioning.
- Collaborated with design teams to create cohesive marketing materials that align with client objectives.

Content writer & seo | Etaret Elhekma

Jul 2024 – Feb 2024

- manage All phases of content creation includes content strategy, content plan and campaign concepts.
- working online, offline campaigns, outdoors and magazines in saudi accent.
- writing scripts and UGC content for influencers in snapchat and tiktok.

Seo Specialist | think plus advertising agency

Feb, 2024 – Sept, 2024

- Developed an SEO strategy that resulted in a 300% increase in organic search engine rankings & traffic
- Conduct keyword research to optimize content reach.
- Create SEO-friendly content for articles and product pages.
- Enhance on-page SEO to improve website performance.
- Generate detailed monthly reports on SEO metrics.
- Perform website analysis and competitive research.

Seo specialist | Furniture of Egypt

Jul, 2022– Nov, 2022

- Write +200 product page description for our e-commerce website.
- Enhance on-page SEO to improve website performance..
- Creating Content for Social Media Platforms.

SEO Content writer & Moderator | Elite home Real Estate

Oct, 2021 – Jun, 2022

- Planned and executed multi-platform content that boosted investor engagement.
- Produced visual campaigns showcasing investment opportunities and growth stories.

Freelances & Part time

Jan 2021 – present

- P Systems
- Code Cruze
- Oxydu UAE
- Top max agency UAE
- Mishwar Online
- Nostalgia Clinic KSA

EDUCATION

- faculty of arts mass & media communication Ainshams University , bachelor's degree (Graduated 2021)

PROJECTS & ACHIEVEMENTS

- Successfully delivered 120+ projects across 7 countries: Egypt, Iraq, Saudi Arabia, kuwait, UAE, jordan and US.
- Led campaigns that boosted engagement & Visibility by up to 40% and helped brands scale their audience reach.

COURSES

- digital marketing full diploma at udacity.
- performance creative masterclass with omnia mohamed.
- seo course with shreen badr.
- reels creation by omar dagher.
- shotlist by studioblender.