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Alanoud's Portfolio

Copywriting, Social Media

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By : Alanoud Altuwajri



Introduction

Welcome to my portfolio of creative copywriting and social media management! As a professional bilingual copywriter, I am passionate about crafting engaging and effective content that captures the attention of readers and delivers results for my clients.

In this portfolio, you will find a collection of my best work, showcasing my ability to write compelling copy for a variety of industries and formats.



Vision

My portfolio showcases a range of successful campaigns that demonstrate my expertise in crafting messaging that resonates with customers, and in using digital channels to amplify that messaging and drive engagement.

I believe in the power of creative content to create authentic connections between brands and their customers. My copywriting services are tailored to each client's unique brand voice, with a focus on clarity, impact, and creativity. Whether it's website copy, product descriptions, blog posts, or social media content.

Mission

Help businesses thrive in a digital world by providing the best possible copywriting and content marketing services.



My mission is to help businesses and organizations connect with their target audience through compelling copywriting and effective social media strategies. I believe that every message has the power to inspire, inform, and engage, and I'm committed to crafting content that resonates with my clients' unique brand voice and values. Through a collaborative and creative approach, I strive to deliver high-quality and impactful content and social media services that drive results and exceed expectations.

Education Background

2018 - 2022

Bachelor degree of Science in Communication Studies and Speech-Language Pathology and Audiology at King Saud University. Provides an interdisciplinary approach to human communication and its disorders.

Courses and certificates

Creative writing - Brigham Young University Courses

Writing creative content Course - Droob

Creative writing and critical reading - The Open University Courses

Copywriting 101 - Training Sessions for Freelance Writers



Work Experience

2021

Scientific and educational content creator - My Way Audiology
https://twitter.com/myway_aud?s=21&t=NHBEhSCO2YYaslb9qgwwlw

2022

Content creator and Social Media - Speech & Hearing Club
https://twitter.com/shsc_ksu?s=21&t=NHBEhSCO2YYaslb9qgwwlw

2023

Content creator and Soical Media - My Way SLP
<https://www.linkedin.com/company/my-way-slp/>

Portfolio

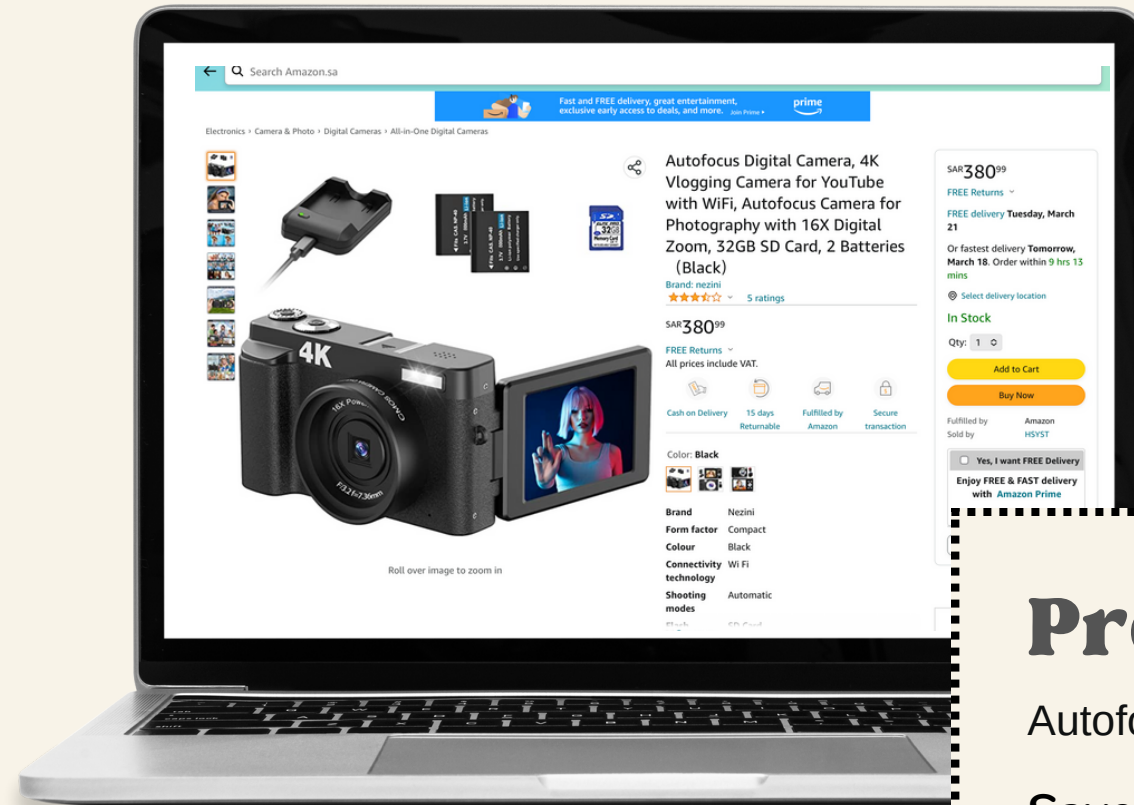
Here is what I have done!



Creative Copywriting



Social Media Posts



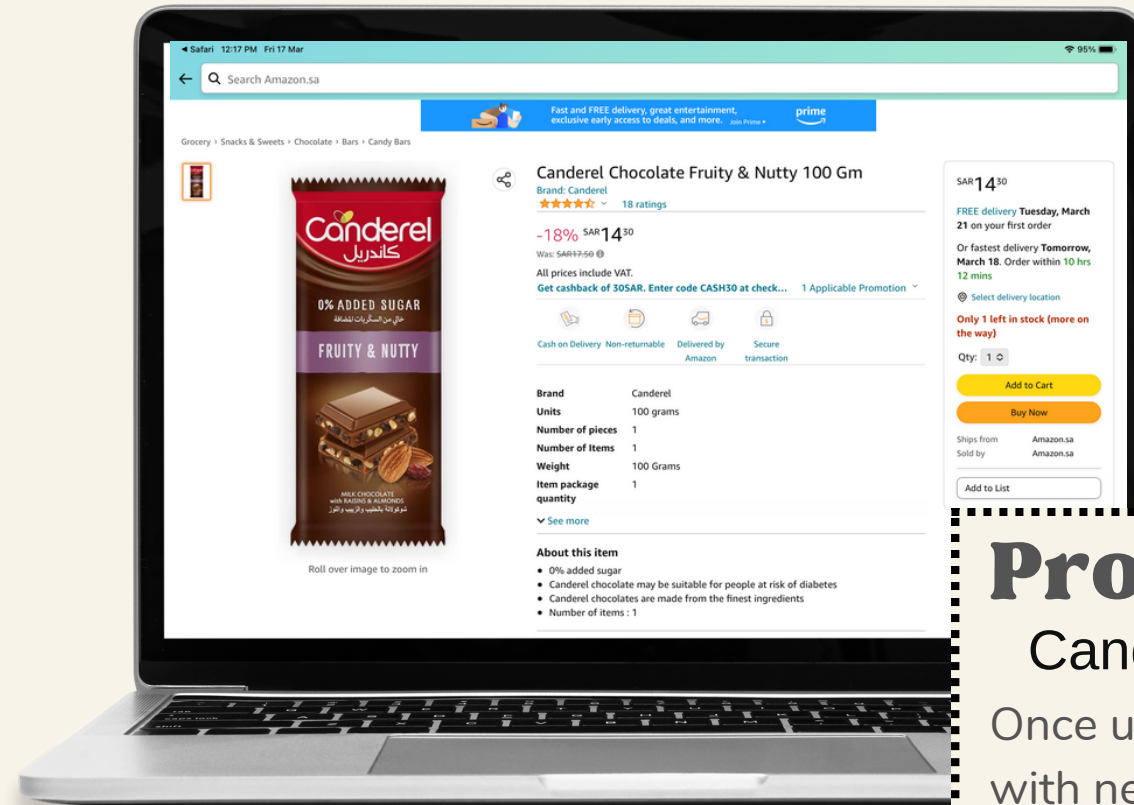
Product description

Autofocus Digital Camera

Save your wonderful moments with your beloved people by using 4K Vlogging Camera. This camera is perfect for entry-level users and for beginners, kids, teens, students, elderly to take pictures and shoot. The digital cameras offer after-sales protection.

Features:

- Autofocus Function
- 4K Video Camera & 32GB SD Card
- PC camera & HDMI output
- Pause & Recording While Charging
- The vlogging camera comes with 2 rechargeable batteries, and it supports recording while charging, perfect for long time shooting.



“Tell me a fact and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.” (Native American proverb)

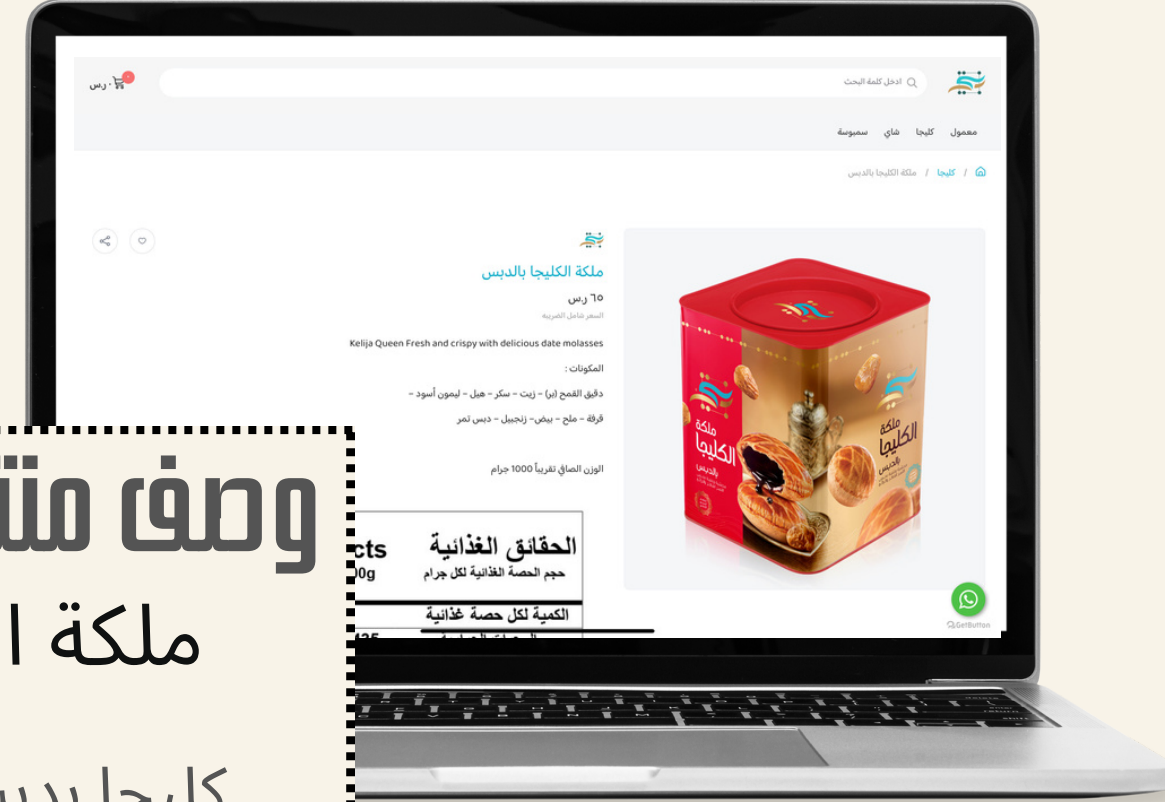
Product description

Canderel Chocolate nutty & healthy

Once upon a time, there was a young pastry chef named Canderel who was always experimenting with new and exciting recipes. One day, while perusing the internet for inspiration, she came across a recipe for almond chocolate with no added sugar! that caught her eye.

The recipe called for a mixture of roasted almonds, high-quality dark chocolate, and just a touch of sea salt. Intrigued, Canderel decided to give the recipe a try. She gathered all of the necessary ingredients and got to work, carefully measuring out each component and mixing them together until she had a smooth and velvety chocolate mixture.

After the chocolate had cooled and hardened, Canderel took a small taste test. To her delight, the almond chocolate had a rich and creamy texture, with just the right amount of crunch from the nuts. She decided to package the chocolate up and bring it to her local farmer's market, where it quickly became a hit with customers.



وصف منتج

ملكة الكليجا بالدبس

كليجا بدبس التمر هي منتج لذيذ وصحي من المطبخ الشرقي. تتميز بنكهة حلوة وغنية بالتمر الطبيعي، وهي محمّاة بطبقة خارجية مقرمشة وملفوفة بمسحوق السمسم. تعتبر كليجا بدبس التمر وجبة مثالية للإفطار أو كوجبة خفيفة في النهار، حيث تزود الجسم بالطاقة اللازمة والعناصر الغذائية المفيدة للصحة. ستحظى بتجربة لا تنسى عندما تجرب هذا الطعم اللذيذ والصحي! اصنع لحظاتك العائلية الجميلة والدافئة مع ملكة الكليجا.

Advertisement and Announcements



Social Media Caption

Join us for an informative and engaging digital marketing conference on Sunday, March 19th! This conference is perfect for anyone looking to boost their digital marketing skills and stay up-to-date with the latest trends in the industry.

We'll cover a variety of topics, including email marketing, social media advertising, content marketing, SEO, and PPC. Whether you're a seasoned marketer or just starting out, this conference has something for everyone.

Don't miss this opportunity to learn and grow your digital marketing skills. Register today and take the next step in your digital marketing journey!"

Join us at the Digital Marketing Conference!

Dear :

Are you looking for ways to boost your digital marketing skills? Join us at the Digital Marketing Conference, where you'll learn the latest industry insights and best practices from the biggest names in the business.

This two-day conference features hands-on workshops, keynote speakers, and networking opportunities to help you take your digital marketing to the next level. You'll discover the latest trends, get expert advice, and learn how to create effective digital campaigns to drive business growth.

Some of the topics covered in the conference include email marketing, social media advertising, content marketing, SEO, PPC, and more. Whether you're a seasoned marketer or just starting out, this conference has something for everyone.

Don't miss this opportunity to grow your skills and connect with like-minded professionals. Register today and take the next step in your digital marketing journey.

Best regards,

Email to inform
and to participate

Digital Marketing Conference



المؤتمر التقني العالمي لليب LEAP

وصف الحدث

المؤتمر التقني العالمي لليب (LEAP) يعود لنا في نسخته الثالثة! وهو حدث سنوي يجمع المطورين والمهتمين بالبرمجة والتقنية من جميع أنحاء العالم. يتم تنظيم هذا المؤتمر بواسطة مؤسسة ليب (LEAP)، وهي مؤسسة غير ربحية تهدف إلى تعزيز استخدام ليب (LEAP)، وهو نظام تشغيل مفتوح المصدر يعمل على إنشاء برامج تشغيل البرمجيات الخاصة بالخوادم.

يتميز هذا المؤتمر بمحاضرات وورش عمل تغطي مجموعة واسعة من الموضوعات الفنية المتعلقة بليب، منها الموضوعات المتعلقة بالأمن، والأداء، والسلاسل التمويلية، والتطبيقات اللامركزية، وغيرها. تشارك في هذا المؤتمر شركات تقنية كبرى ومتخصصة في مجال تكنولوجيا البرمجيات، ومنظمات غير ربحية، ومطورين مستقلين.

يعتبر المؤتمر التقني العالمي لليب (LEAP) فرصة ممتازة للمهتمين بالبرمجة والتقنية لتوسيع معرفتهم ومهاراتهم وتبادل الخبرات والأفكار مع الآخرين في المجال. كما يمكن للمشاركين التواصل مع الخبراء والمهتمين بليب من جميع أنحاء العالم وتوسيع شبكاتهم المهنية. في النهاية، يترك المشاركون هذا المؤتمر بشعور بالإلهام والحماس للعمل على تطوير التقنيات والبرمجيات القائمة على ليب.

Social Media Posts



Project Sample

Subject: Join us in the fight against breast cancer!

Dear [Recipient],

Breast cancer is a disease that affects so many lives, yet every year we come closer to finding a cure. With your help, we can make even greater strides in the battle against breast cancer.

This year, our organization is launching its annual breast cancer campaign to raise awareness and funding for research. We're asking for your help in spreading the word and taking action. Here are a few ways you can get involved:

1. Donate: Your contribution can go a long way in funding research, supporting patients and their families, and providing education and advocacy. Every dollar counts!
2. Attend an event: Join us at one of our upcoming events as we honor survivors, remember those we've lost, and unite in the fight. Bring your friends and family, and show your support for those impacted by breast cancer.
3. Volunteer: We need dedicated volunteers to help us make a difference! Whether you're interested in fundraising, event planning, or simply raising awareness, we have opportunities for everyone.

Breast cancer doesn't discriminate - it affects women and men of all ages and backgrounds. Join us in the fight and let's make a difference together. Your support can make all the difference.

Best regards



Email Campaign

Breast Cancer campaign

Project Sample

الموضوع: دعوة للمشاركة في مهرجان الملك عبدالعزيز للصقور

السيدة/ة:

تحية طيبة، أما بعد،

نود أن ندعوك للمشاركة في مهرجان الملك عبدالعزيز للصقور المقام في شهر أغسطس لعام 2022. يعد هذا المهرجان فرصة رائعة لعرض مهارات الصقور وتعزيز التراث الثقافي العريق للمملكة.

سيتم توفير كافة المرافق اللازمة للمشاركين والجمهور، بما في ذلك مساحات للعرض والتدريب والإقامة والتغذية. كما ستوفر فرصة للتعرف على صقور أخرى وملاكها من جميع أنحاء العالم.

إذا كنت مهتمًا بالمشاركة في هذا الحدث الرائع، يرجى التواصل معنا عبر البريد الإلكتروني المرفق أدناه. سنكون سعداء بالرد على جميع أسئلتكم وتوفير المزيد من المعلومات.

نتطلع إلى حضوركم ومشاركتكم في هذا الحدث الرائع.

مع خالص التحية،

فريق المهرجان

البريد الإلكتروني: kingabdulazizfalconfestival@ksa.com



بريد الكتروني للانضمام او المشاركة مهرجان الملك عبدالعزيز للصقور

Lets Work Together

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