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MOHAMED SALAMA

SALES-MINDED COPYWRITER

I don't just write copy. I understand how people buy.

Copywriting Portfolio | Social Media • Creative Concepts • Customer-focused Copy • Arabic + English

WHAT I BRING

Sales experience + customer understanding + creative thinking + storytelling.

WHAT I BUILD

Ideas and copy that help brands connect with people and drive action.

PORTFOLIO SNAPSHOT

- 10 marketing projects across food, fashion, real estate, beauty, travel, coaching, and more.
- Arabic and English copy developed from the same customer-first creative process.
- Case-study thinking: Customer → Problem → Desire → Angle → Story → Action.

Selected work in the following pages is presented as portfolio practice and concept development unless otherwise stated.

About Me

I don't just write copy. I understand how people buy.

MY STORY

I started from Sales, where I learned that selling is not just presenting a product and listing features. Real selling starts when you understand the customer: what they need, what problem they have, what makes them hesitate, and what idea can make them take the next step.

As I moved into Copywriting, I started turning that customer-first thinking into words, ideas, and stories that help brands communicate more clearly and persuasively.

MY APPROACH

CUSTOMER

Who are they? What do they want? What is stopping them?

COPY

Customer → Problem → Desire → Angle → Story → Action

WHAT MAKES ME DIFFERENT

- Sales mindset - customer before product.
- Creative thinking - finding a fresh angle, not just a clean sentence.
- Storytelling - turning a product into a feeling, experience, or identity.
- Adaptability - understanding the customer even when the niche is unfamiliar.
- Continuous learning - developing Copywriting, Sales, English, and Marketing together.

BELIEF

أنا مش ببيع منتج، أنا ببيع فكرة وقصة... ودول أكثر حاجتين بيتباعوا.

PROOF OF PRACTICE

- 10 marketing projects
- Arabic + English copy
- Multiple niches
- 5 case-study style breakdowns

BUN Burger

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Food / Restaurant	Instagram + TikTok	18-30	Drive craving and trial

Customer Problem

Food content can easily become a list of ingredients and features. The opportunity is to make the audience feel the experience and imagine being there with friends.

Customer Insight

People often buy the feeling around the meal: hunger, fun, social energy, and a place worth trying.

Creative Concept

Sell the experience, not the burger.

Why It Works

The copy moves from product description to sensory + social experience, then closes with a playful brand line.

KEY ARABIC COPY

إحنا هنا بندور على الأكلة بجد... برجر، بطاطس، وصوص بالوصفة السرية. جاي مع صحابك؟ المكان معمول ليكم.

ENGLISH VERSION

We're here for the real food. A juicy burger, loaded fries, and our secret sauce... the kind of meal made for sharing with friends.

NOVA Real Estate

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Real Estate	Instagram + Facebook	28-40	Generate interest in home ownership

Customer Problem

Rent feels repetitive and uncertain for people planning marriage or saving for the future.

Customer Insight

The buyer is not only buying an apartment; they want security, stability, and a place to build a future.

Creative Concept

Future + emotional security.

Why It Works

The opening starts with the customer's recurring question, then introduces practical numbers after the emotional setup.

KEY ARABIC COPY

كل شهر بتدفع الإيجار، وكل شهر بتسأل نفسك: إمتى الشقة دي هتبقى بتاعتي؟

ENGLISH VERSION

Every month, you pay the rent and ask yourself, "When will this home be mine?"

Glow Skin

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Beauty / Skincare	Instagram	20-30	Encourage a simple beginner routine

Customer Problem

Beginners can feel lost among too many skincare products and routines.

Customer Insight

They do not need more products; they need a simple routine they can actually follow.

Creative Concept

Visual metaphor: face = painting.

Why It Works

A simple metaphor makes the problem visual, easy to remember, and naturally leads to a three-step routine.

KEY ARABIC COPY

وشك هو لوحتك الفنية... وقيمة اللوحة مش بس في الرسم، قيمتها كمان في المحافظة عليها.

ENGLISH VERSION

Your face is your canvas. Its value isn't only in the picture; it's also in taking care of it.

Morning Café

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Café / Work-friendly space	Instagram + TikTok	Students + freelancers 20-30	Drive visits and offer redemption

Customer Problem

Students and freelancers do not only need coffee; they need an environment that supports focus and productivity.

Customer Insight

Place features become meaningful when they solve a day-to-day problem.

Creative Concept

Features → Benefits → Experience.

Why It Works

Wi-Fi becomes connection peace of mind, quiet becomes focus, coffee becomes a break, dessert becomes enjoyment.

KEY ARABIC COPY

عارف إيه أصعب حاجة كطالب أو مستقل؟ إنك مش دايماً بتلاقي البيئة اللي تساعدك تركز وتنجز.

ENGLISH VERSION

Do you know the hardest thing as a student or freelancer? Sometimes it's finding an environment that helps you focus and get things done.

Escape Egypt

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Travel Experience	Instagram + Facebook	20-32	Sell escape from routine

Customer Problem

A day off at home may be rest, but it can still feel like the same routine: home, work, phone, repeat.

Customer Insight

The customer is buying a reset: energy, memories, novelty, and a feeling of being alive again.

Creative Concept

Rest ≠ enjoyment.

Why It Works

The concept separates two ideas people normally treat as one, then builds the trip as a full recharge.

KEY ARABIC COPY

الراحة والاستمتاع مش حاجة واحدة... بتفصل بينهم شعرة صغيرة.

ENGLISH VERSION

Relaxing and enjoying yourself are not the same thing. There is a small difference between them.

NOVA WEAR

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Fashion / E-commerce	Instagram + Facebook	18-30	Drive apparel orders

Customer Problem

People can own many clothes and still feel that their outfit does not work.

Customer Insight

The value is not only in buying pieces; it is in knowing how to combine them into a look that feels right.

Creative Concept

Styling = music.

Why It Works

The music metaphor makes color and outfit coordination feel intuitive and memorable.

KEY ARABIC COPY

مش المهم تشتري هدوم كتير... المهم تعرف تنسقها.

ENGLISH VERSION

It doesn't matter how many clothes you buy. What matters is how you wear them.

Online English Academy

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Education	Instagram + TikTok	18-28	Generate DMs

Customer Problem

People may understand English and even think in English, but freeze when it is time to speak.

Customer Insight

The barrier is often confidence and speaking practice, not simply knowledge.

Creative Concept

The question becomes the hook.

Why It Works

A conversational opening mirrors the customer's fear and immediately makes the problem feel personal.

KEY ARABIC COPY

إزيك؟ آه صح... نسيت إنك ممكن متعرفش تجاوب على السؤال ده.

ENGLISH VERSION

How are you? Ah, I forgot. You might not know how to answer that question.

Career Coach Omar

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Career Coaching	LinkedIn + Instagram	22-30	Generate DMs

Customer Problem

Job seekers apply repeatedly but struggle with CVs, interviews, self-presentation, and choosing the right role.

Customer Insight

The issue may not be the absence of jobs; it may be lack of strategy in how the candidate enters the market.

Creative Concept

Flip the problem.

Why It Works

The copy reframes the frustration from “no jobs” to “no plan,” creating a stronger reason to seek guidance.

KEY ARABIC COPY

مشكلتك مش إنك مش بتلاقي شغل... مشكلتك إنك داخل سوق العمل من غير خطة.

ENGLISH VERSION

Your problem isn't that you can't find a job. Your problem is that you're entering the job market without a plan.

Productivity Coach Youssef

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Self-development / Coaching	Instagram + TikTok	20-30	Generate DMs

Customer Problem

People want to start, but procrastination, phone habits, and uncertainty about the first step keep them stuck.

Customer Insight

People do not always need more motivation; they need clarity, structure, and someone to move with them.

Creative Concept

Start with the emotional block.

Why It Works

The copy validates frustration, introduces step-by-step support, and closes with a simple beginning.

KEY ARABIC COPY

الإحباط مشكلة... بس الاستسلام ليه أكبر كارثة.

ENGLISH VERSION

Frustration is a problem, but giving up is the biggest mistake.

Ahmed Fitness Coach

NICHE	PLATFORMS	AUDIENCE	OBJECTIVE
Fitness Coaching	Instagram + TikTok	Men 20-35	Generate DMs

Customer Problem

Gym-goers train consistently but may not see the results they expected.

Customer Insight

The missing piece can be guidance, a tailored plan, and consistent follow-up.

Creative Concept

Problem → guidance → personalization.

Why It Works

The copy avoids blaming the customer and shows coaching as support rather than another generic workout plan.

KEY ARABIC COPY

بتتمرن بقالك 6 شهور، بس حاسس إن مفيش فرق؟

ENGLISH VERSION

You've been working out for six months, but you still don't see a difference?

What I'm Building

I don't need to be passionate about the product to sell it. I need to understand the customer, find the right angle, and build a story around the product.

THE DIRECTION

My goal is to become a Copywriter who understands Marketing and Sales - not just someone who can write nice words.

The best copy does more than make people read. It makes them think, feel, and then take action.

WHAT I'M DEVELOPING

COPYWRITING

Hooks • Social Ads • Captions • Storytelling • Creative Concepts

MARKETING

Customer research • Content strategy • Benefits-led messaging • Basic SEO

SALES

Needs discovery • Objections • Persuasion • Closing

ENGLISH

Communication • English copywriting • Confidence • Continuous improvement

CONTACT

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Thank you for reviewing my work.