

Downtown
Cairo, Egypt
www.mohamedabdlfatah.com
002 01018150734
mabdelfatah.work@gmail.com

Mohamed Abdalfatah

OVERVIEW

A bilingual English and Arabic copywriter and content writer with 8 years of experience in high performing copywriting and content strategy. I have delivered result-driven content in different sectors with clients and through agencies including high-ranking website content, social media content, paid advertising copies, blogs, SEO content and more. My current published work is for 120+ brands in 10+ countries spanning Europe, the gulf regions and USA.

EXPERIENCE

Al Jazeera — *Senior Content Writer*

Jan 2024 - June 2026

- Worked remotely with the PDI department to develop internal content for different teams.
- Created blogs as requested and launched email newsletters.
- Developed entire technical documentations for a large number of tools in English and Arabic.
- Communicated with teams on new features and coordinations regarding documentations.
- Used a wide range of platforms and understood them to provide documentations with no assistance.
- Contributed to streamlining content related processes using AI agents that I have built using customized internal tools powered by the most advanced models.

B5 Digital, Denmark — *Senior Copywriter*

May 2020 - Oct 2023

- Worked remotely with the Denmark based aspiring startup that develops custom software, SaaS products, workflow automation systems and websites.
- Created a clear content strategy for the company covering different channels, mainly the website, LinkedIn and Facebook.
- Created blogs and applied the latest SEO practices on them, analyzed their ranking performance.
- Optimized website copy and wrote Google ads copies and tested their different results.
- Wrote copies for landing pages and videos.
- Created full keyword research, SEO content plan and analyzed its results.
- Created SEO audit determining weaknesses and opportunities of improvement.
- Created pieces of content for social media, building the company's brand and the personal brand of its CEO.

CompanyCue, USA — Senior Copywriter

January 2018 - March 2020

- Worked as a copywriter for the United States based digital agency and translation company, as part of the Arabic content team, and on a recurring project for a high-profile client.
- *Delivered high quality original copies and localized content for video games, movies, mobile apps and music tracks.
- *Worked on editing Arabic copies, copyediting and reviewing them, as a reviewer and copyeditor.

MitchDesigns, Egypt — Senior Copywriter

November 2016 - January 2018

- Worked with the digital agency on content for various clients, mainly Abu Auf, Go Bus, Our Kids and Tazhub.
- Created website copies, product descriptions, content marketing blogs, ppc ad copies, video scripts and email copies.
- Done the whole website copywriting for Abuauf, the top nuts and coffee brand, from its story to every product description.

Arabhardware, Egypt — Content Manager/Content Writer

August 2015 - August 2016

- Written and managed content for the leading technology website.
- Content included how tos, reviews, news and event coverages.
- Management duties included proofreading some articles, generating content ideas and planning for the content strategy.

PROJECTS

I have worked on over 100 projects throughout my career.

You can view my full online portfolio here:

www.mohamedabdalfatah.com/portfolio

The client list includes and is not limited to: PicsArt, Apple, Meta, Al Jazeera, Saudi Government, B5 Digital, Hyundai, NBA, Aqarmap, Magrabi Optics, Banque Misr, Al Hokair, Cairo ICT, Al Dawaa Pharmacies, Acrow Misr, AbuAuf, EGMED, Bank Saudi Fransi, Doja Developments, Go Bus, SAIB Bank, Ourkids, Al Hokair, Misr Tabdaa Initiative, Clouve, Architouch Canon Middle East, Tazhub, Athear, Raqmu Constructions and much more. (Please request samples that are not publicly shared)

The content types I have created include: social media content, website copies, company profiles, video scripts, blogs, articles, catalogues, product descriptions, banners and billboards, brochures and email campaigns.

SKILLS AND SCOPE

My skill set can be briefly mentioned in the following points.

Content Writing: Great experience also in content writing as I do both copywriting and content writing. I think I have unquestionable language and writing skills in both English and Arabic.

Content Strategy: Knowledge and experience in making content strategies for different platforms and monitoring their outcomes.

Copywriting: Great experience in copywriting and generating content that sells.

Search Engine Optimization: Excellent SEO knowledge with the ability to do keyword research, optimize blogs and copies for ranking high.

Digital Marketing: Good knowledge in digital marketing, social media platforms, updates and more as I believe a good copywriter and content writer should know much about marketing and the whole process.

Research: Advanced research skills which are essential to generate ideas and get inspirations while keeping updated to competitors.

Editing: Can use the Google Suite and Microsoft Office tools efficiently with advanced knowledge in them.

Wordpress: Excellent knowledge in using wordpress to an advanced level. Can use different plugins and even manage a full website.

EDUCATION

Bachelor's Degree, Mechanical Power Engineering – Helwan University

2013 - 2019, Cairo, Egypt

Obtained Bachelor of Science Degree in Mechanical Power Engineering from Helwan University with a pass Degree.