

Amr Adel Elbeheiry

B2B Content Strategist | Copywriter & Scriptwriter

Mansoura, Egypt | +20 121 218 4875 | amoorjr123@gmail.com

LinkedIn: [linkedin.com/in/amradelelbeheiry](https://www.linkedin.com/in/amradelelbeheiry)

Portfolio: drive.google.com/drive/folders/10iMO0XciM12xzuCq80K_ruZX8UTpM2OT

PROFESSIONAL SUMMARY

B2B Content Strategist, Copywriter, and Scriptwriter with expertise in engineering high-converting content frameworks. Skilled in transforming complex business concepts into persuasive, objection-handling copy and scripts that reduce sales cycles. Proven ability to manage the content lifecycle—from market research and ideation to retention optimization. Passionate about building profitable personal brands and driving ROI through strategic storytelling, with a strong understanding of the GCC and MENA market dynamics.

CORE COMPETENCIES

- B2B Content Strategy & Planning
- Direct Response Copywriting
- High-Ticket Sales Scripts
- Ad Copy & Creative Direction
- Retention Engineering
- Objection Handling & Sales Psychology
- GCC Market Localization
- Storytelling & Hook Creation

PROFESSIONAL EXPERIENCE

Freelance B2B Content Strategist & Scriptwriter

Freelance / Remote

- Develop and execute B2B content strategies, including educational text posts, direct response ad copies, and high-value carousels on LinkedIn, targeting Founders and Solopreneurs.
- Write persuasive, objection-handling scripts and sales copy designed to reduce the sales cycle and filter high-ticket clients.
- Consult with clients to define their brand voice and establish a premium positioning in the market.
- Consistently create "Thumb-stopping" hooks and visual strategies that increase retention and engagement.

Content Creator (Creative Production Team)

Cuzma Hub Marketing | Dubai, UAE (Remote)

- Engineered visual hooks, ad copies, and pacing strategies for high-ticket GCC clients (Real Estate & Business Setup) to maximize ad retention and conversion rates.
- Collaborated with the creative team to align video flow and copywriting with psychological sales triggers, significantly reducing viewer drop-off.

Founder & Lead Content Creator

Educational YouTube Channels (Currently عمرو البحيري - Amr Elbeheiry)

Channel Link: <https://www.youtube.com/@AmrElbeheiry>

- Engineered audience retention strategies and utilized psychological hooks to build a solid foundational audience from scratch.
- Developed content architectures focused on storytelling and emotional engagement, successfully driving organic growth and maximizing viewer watch time.
- Publish and optimize content across multiple platforms (YouTube, Instagram, TikTok), adapting formats to suit specific algorithm requirements.
- Successfully produced and launched a targeted series of educational videos, establishing a strong foundational audience and driving organic growth.

EDUCATION

Bachelor of Science in Computer Science

Mansoura University