Sarah Fouad

Content & Social Media Writer | Content Strategy | Arabic & English

Egypt (open to fully remote) | Osara50111@gmail.com | +20 110 886 3985

Portfolio: https://drive.google.com/file/d/1ixdT30LPaFU4mY_Dj8zYNZZd1BJlSDjK/view | Facebook: https://www.facebook.com/share/19DPL4z2NL/

PROFILE

Content and social media writer with about a year of experience across 30+ brands (real clients and virtual practice brands). I plan the strategy and write the calendar, captions and reel scripts, in Arabic and English.

EXPERIENCE

Freelance Content Writer | Self-employed | Jan 2026 – Present

- Wrote social media content plans, captions and scripts for freelance clients.
- Built practice content for virtual (mock) brands. These are practice projects, not real clients.

Content Creator & Social Media Writer | Shift Marketing Agency | Jun 2026 – Sep 2026

- Wrote content plans, captions and reel scripts for client accounts in medical, services, fashion, restaurants and products.
- Wrote copy around each audience's buyer persona and customer journey stage.
- Azly perfume: rebuilt the content plan after market, competitor and SWOT analysis; the owner sent a thank-you message.
- Results on client Facebook pages: +356% views in 28 days and +602% followers on one page; +206% views in 28 days on another.

Copywriter (Internship) | Vienna Advertising Agency | Feb 2026 – Jun 2026

- Wrote social media copy and captions for client brands.

SKILLS

- Content strategy and planning, content calendars, copywriting, script and reel writing, tone of voice
- Marketing strategy: market and competitor analysis, SWOT, buyer persona, customer journey
- Production oversight and quality review, time management, organisation, analytical thinking
- Tools: Canva, CapCut, Photoshop (basics), Google Flow, Google Drive and Docs, AI writing and research tools

EDUCATION

Bachelor of Arts and Education, Sohag University | 2025

Professional Diploma in Management, Sohag University | 2026

LANGUAGES

Arabic: native (Egyptian dialect and MSA) | English: good working level