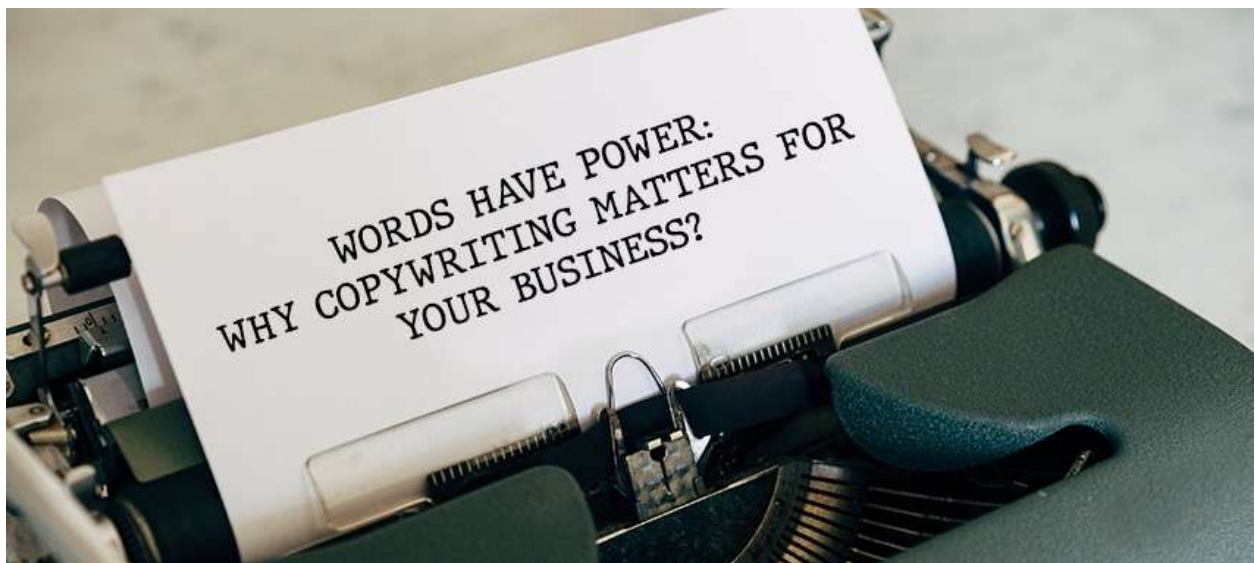


Mustapha Rifai Sraj

Copywriting Portfolio

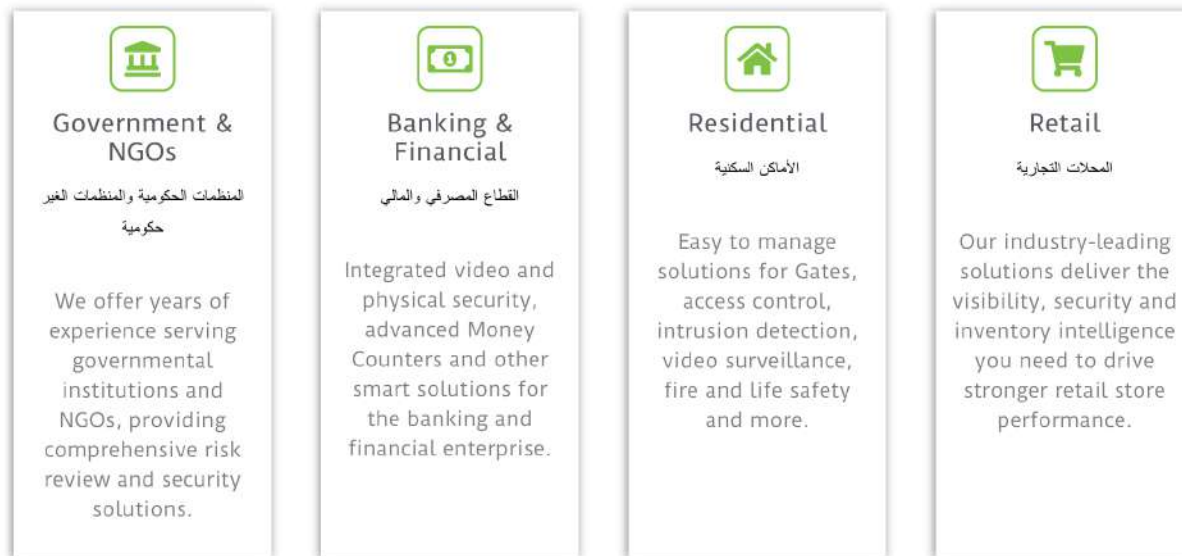
Introduction:

As a copywriter I have a deep-seated understanding of the power of language and an extensive background in copywriting, and I am excited to contribute my skills and expertise when called upon. My journey in the realm of creative content development has equipped me with the ability to write impactful copy, that caters to the consumer mindset as well as achieve the employer's targets. I am confident that my dedication to innovation, attention to detail, and innate storytelling ability make me an ideal candidate to further elevate the creative essence of your brand. Thank you for considering my application; I am eager to discuss how my experience aligns seamlessly with the vision and values of your organization.



Case Study 1

Smart Security (service Copywriting)



As shown in the figure above, I had to come up with a copy narrative that would attract the customers by understanding their needs.

Case study 2

Smart Security (Brand awareness)

HIKVISION LEBANON

Smart Security is one of the leading partners and dealers of Hikvision in Lebanon. We provide over 200 Hikvision products for the Lebanese market. Smart Security company has been presenting after-sale service for over 5 years with direct examination of Hikvision main office. Smart Security ensures a wide range of Hikvision products such as: IP network, analogue, and HD CCTV cameras Digital and network video recorders (DVR/NVRs) Video encoders/decoders Video management software Access control and alarm systems First of all, HIKVISION in Lebanon has the largest share of the Security System market. Besides, Smart Security is not only the biggest agent but also is a leader in Hikvision solution integration. Moreover, our continuous after-sale service helped in expanding the brand reputation in Lebanon. Since we have a committed team for Hikvision technical support, as well as to keep all our customers satisfied. Additionally, to protect the person you love or for your workplace, a Smart Security Company each year adds new success to the list. Proof of this, we have smart integrated security systems solutions with lower cost. In short: better service for clients. Unified hardware and interface Unified user data Shared software & hardware resources Improved management strategy Better business intelligence Lower maintenance cost On the other hand, our trusted brand Hikvision is considered a leader in this field. Then, you will enjoy access to various multi-technical and commercial resources and services in our company. Finally, our Smart Security Company employed licensed and highly trained staff, so that we can stay in contact with our loyal

In this figure I was able to establish brand awareness and make it known for the consumers that Smart Security is an authorized dealer of the brand Hikvision which gave great conversion that reflected in more calls to the sales team asking for this brand.

Case Study 3

ArchPrint (product Copywriting)

name card printing is easier than ever thanks to ArchPrint the best printing center in Malaysia Selangor.

printing name cards are a must have for any business or employee in Malaysia Selangor because name cards create a professional image, by presenting a name card when introducing oneself in a business setting. Additionally, it promotes a business or brand, by including the company's logo or contact information on the card. likewise, name cards make it easy to exchange contact information with others, by including one's name, job title, and contact information on the card. Furthermore, it creates a sense of unity or belonging, by printing cards that match the company's branding or design thus increasing your employee retention. Finally, name cards usually make a lasting impression, by creating a unique or visually appealing design on the card.

So order your name cards today and get the professional look that reflects your business and benefit from the best printing service quality from ArchPrint the best printing center in Malaysia Selangor.

In the Copywriting Sample above, I highlighted the importance of having a name card to the consumer as well as pitched the high quality service provided by ArchPrint which led to more orders for name cards as well as improved SEO rankings significantly.

Insights into my Process

Crafting effective copy for websites and e-commerce ventures requires a thoughtful and organized approach. To begin, I try to understand the brand's identity and the people it aims to connect with. This involves researching what the audience cares about and what problems the brand solves for them. Then, I outline a clear structure for the content, ensuring that information flows logically and engages visitors. After that I choose words carefully, aiming for a balance between showcasing the brand's uniqueness and providing useful information. I revise and refine my work, making sure each sentence serves a purpose – whether it's sparking interest, explaining a product, or encouraging a purchase. This process ultimately results in a copy that speaks directly to the audience, guiding them through a meaningful online experience.



Professional Development:

Throughout my professional career, I have always aspired to give more than what is expected in order to further my personal and professional development. Therefore, through constant learning and improvement, I'm equipped to navigate the ever-changing landscape of life and work. It's not just a destination but a continuous journey, enriching my life and influencing how I contribute to the world around me. In essence, personal development isn't just important; it's the very essence of my growth story, enhancing my capabilities and enriching my experiences every step of the way.

