



About Me:

I am a results-oriented copywriter. I love writing interesting and engaging stories that form a meaningful connection and also drive action. I am an expert in language, psychology, and philosophy which allows me to create impressive content that resonates with different audiences.

I am a person who adores words, my enthusiasm for language, writing, and reading boosts my creativity in copywriting. I also like traveling, hiking, and photography. When I'm not working, because these experiences help me gain new perspectives and develop new ideas.

I have the belief that every business has a unique story to share, and I am dedicated to helping them uncover it. I enhance my skills continuously through professional development and education To stand out in the industry.

I have a deep understanding of branding, marketing, and consumer behavior, which makes me craft targeted messages that boost conversations, build loyalty, and deliver results.

AHMED SAEED

COPY/CONTENT WRITER

EDUCATION AND CERTIFICATIONS

University of Southern California

2012 - 2015

bachelor of science in business administration (accounting)

University of Southern California

2015 - 2018

master of science in business administration (entrepreneurship)

Coursera Copywriting Masterclass

2018 - 2019

copywriting, content writing and communication specialization

WORK EXPERIENCE

Walmart Retail Inc.

[Junior Copywriter] - [2020]

San Bruno, CA, USA

Walmart Retail Inc.

[Junior Copywriter] - [2021]

San Bruno, CA, USA

Walmart Retail Inc.

[Junior Content Strategist] - [2021 - 2022]

San Bruno, CA, USA

Walmart Retail Inc.

[Content Strategist] - [2022]

San Bruno, CA, USA

Walmart Retail Inc.

[Technical Writer] - [2023 - Present]

San Bruno, CA, USA

Skills:

Copywriting

1. Email copywriting
2. SEO copywriting
3. Advertising copywriting
4. Sales copywriting

Content Writing

1. Article/blog writing
2. Video scripting
3. Product description writing
4. Ghostwriting

PROJECTS

In-Store Promotions

1. Sales flyers and brochures
2. Point-of-purchase (POP) displays
3. In-store signage and banners
4. Product description labels

Digital Content

1. Email marketing campaigns
2. Social media posts (Facebook, Twitter, Instagram)
3. Online product descriptions
4. landing pages

Advertising

1. Print ads (newspaper, magazine)
2. Radio scripts
3. TV commercial scripts
4. Online display ads (Google Ads, Facebook Ads)

Brand Content

1. Walmart retailers blog posts
2. Corporate social responsibility (CSR) content
3. Employee communications (internal newsletters)
4. Executive speeches and presentations

Product Launches

1. Launch campaigns for new products or services
2. Product naming and branding
3. Packaging copy
4. Press releases

Seasonal and Holiday Campaigns

1. Holiday-themed ads and promotions
2. Seasonal product catalogs
3. Special event marketing materials (e.g., Black Friday)

Collaborations

1. Partnered with designers to develop visual campaigns
2. Worked with product managers to create product descriptions
3. Collaborated with social media teams to develop engaging content

Results:

1. Increased sales by 10% through targeted email campaigns
2. Boosted website traffic by 15% through SEO-optimized product descriptions
3. Improved customer engagement by 25% through social media contests
4. Created compelling in-store signage and POP displays, resulting in 10% increase in sales
5. Developed and executed email marketing campaigns, achieving 25% open rate and 10% conversion rate
6. Collaborated with design team to launch new product line, resulting in 20% increase in sales within first quarter