creative portfolio

CREATIVE PORTFOLIO

YOUSSEF SAMIR

www.linkedin.com/in/youssefkhodeir/

2025

ABOUT ME

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HI I'M YOUSSEF!

Passionate Marketing Specialist with a zest for digital marketing and a love for crafting compelling content. With hands-on experience from top internships and a knack for social media management, I thrive on creating strategies that engage and inspire audiences. Always eager to learn and grow, I am committed to staying ahead of marketing trends and bringing fresh, creative ideas to the table. I am excited to contribute to innovative marketing projects and help brands shine in the digital landscape, aspiring to be a leading digital marketer in Egypt.

CREATING ENGAGING CONTENT FOR 2OOLAMEME

At 2oolameme, I played a key role in enhancing the company's digital presence by creating engaging video content for TikTok and Instagram. My responsibilities included scripting, filming, and editing videos that aligned with platform trends and audience preferences. Through a combination of creative strategies and data analysis, I helped grow the brand's reach, generating over 200K views across both platforms. I also covered live events, producing recap videos that expanded the brand's visibility. I contributed to 2oolameme's growth and engagement on social media By continuously optimizing content based on performance metrics.

N.B: You can find the latest content pieces on 2oolameme's social media accounts

REELS

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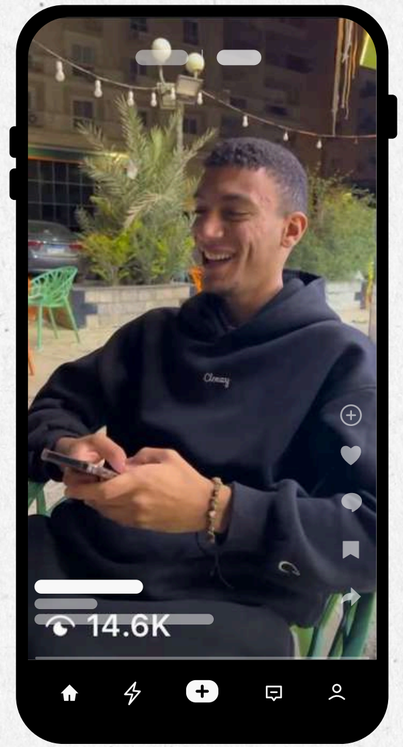

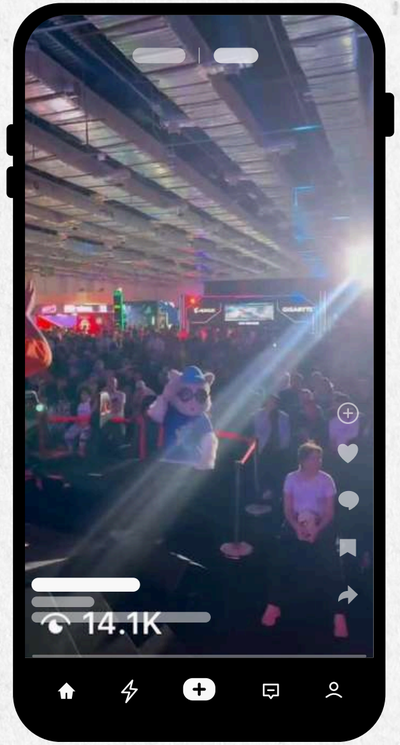

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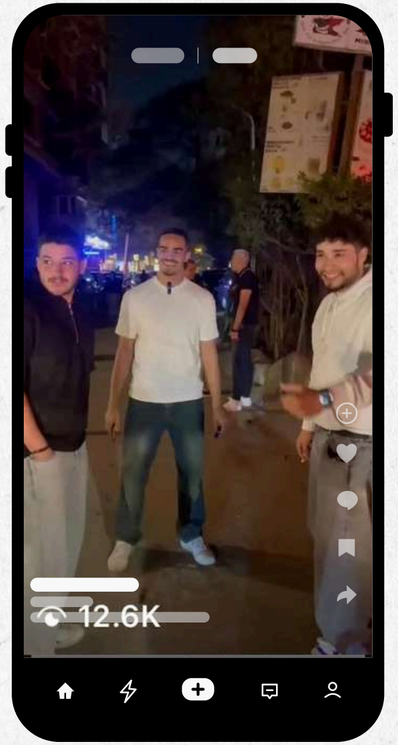

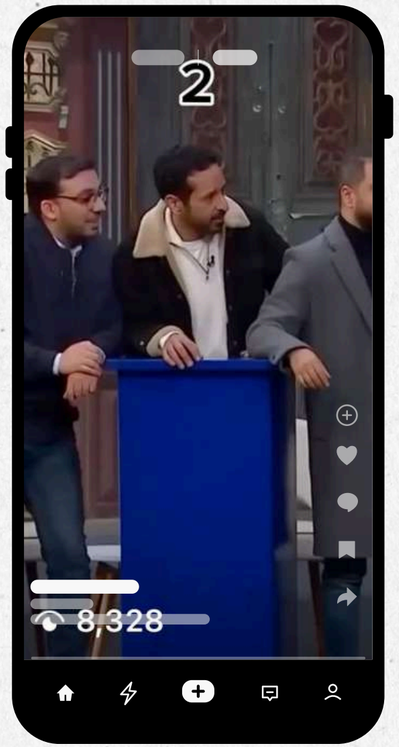

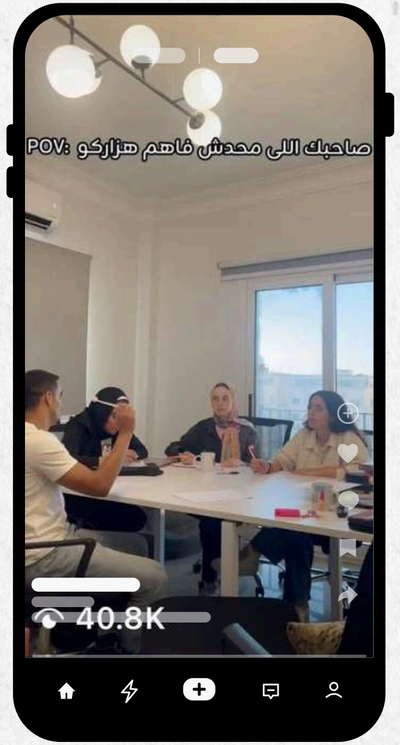

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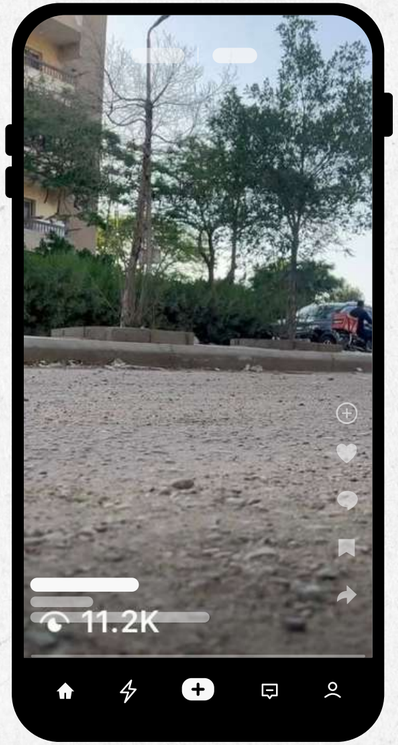

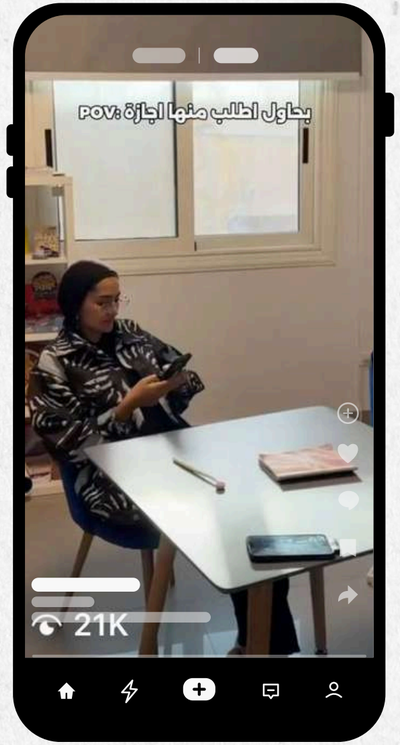

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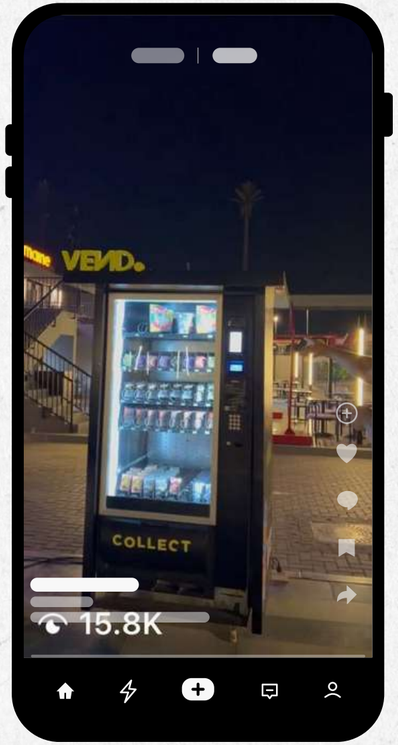

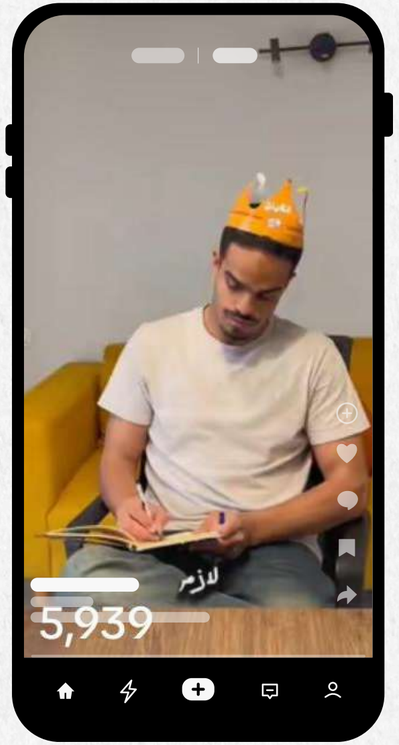

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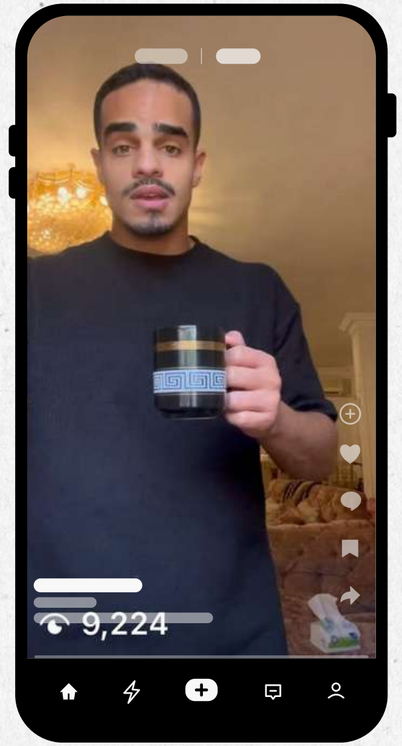

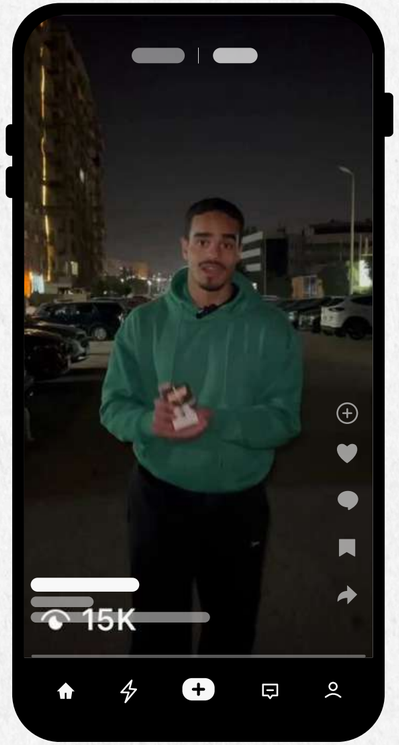

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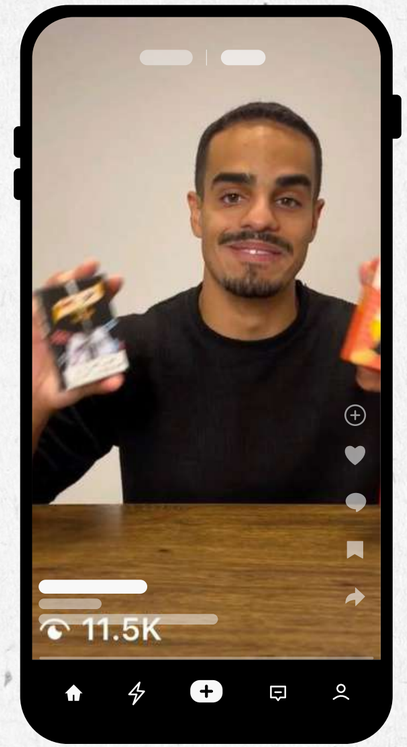

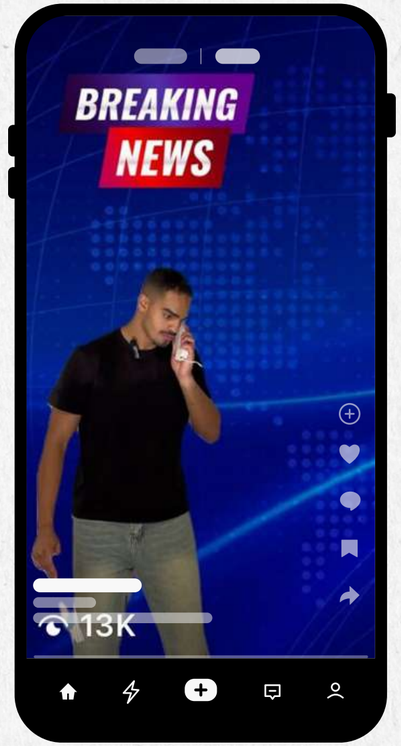

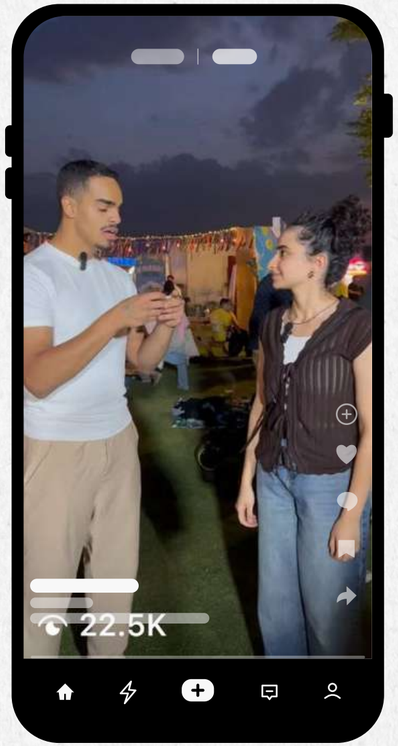

CRAFTING ENGAGING EXPERIENCES FOR RAMADAN ON THE NILE

Ramadan on the Nile is a corporate hospitality experience offering unforgettable Iftar and Suhoor gatherings on a boat with stunning Nile views. As the content creator and social media manager, I developed strategic content plans, generated creative content ideas, and crafted compelling text for visuals and captions. I managed and moderated the social media presence, ensuring prompt and engaging interactions through comments and messages. Additionally, I designed interactive Instagram stories to enhance audience engagement, creating a digital experience that complemented the beauty and spirit of Ramadan.

رمضان على النيل

RAMADAN ON THE NILE

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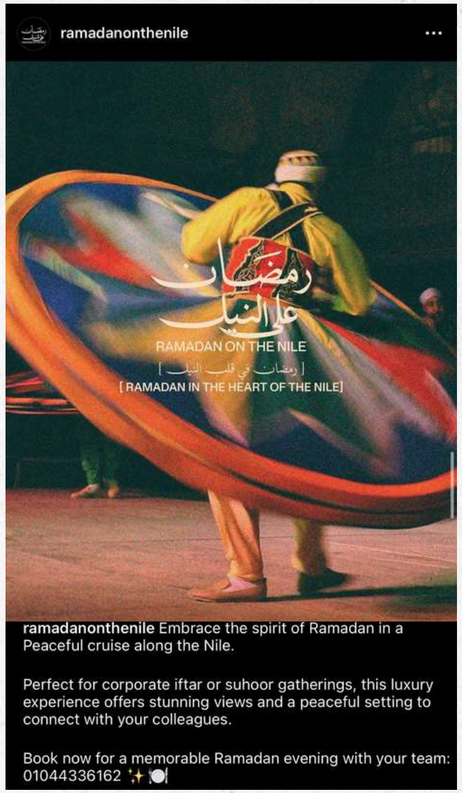

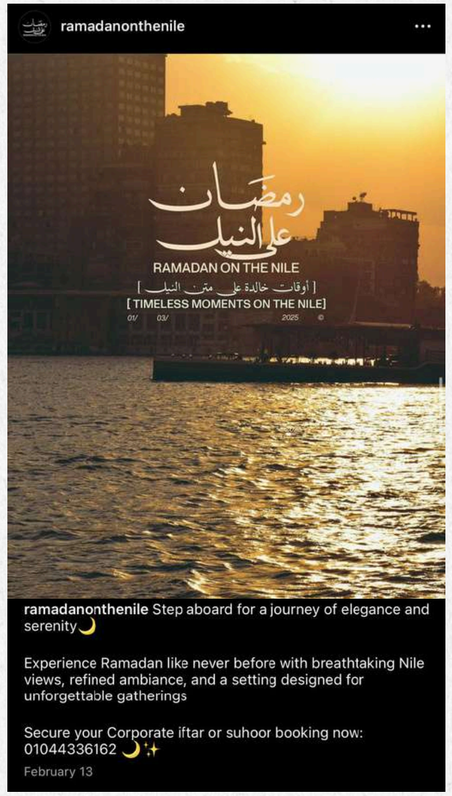

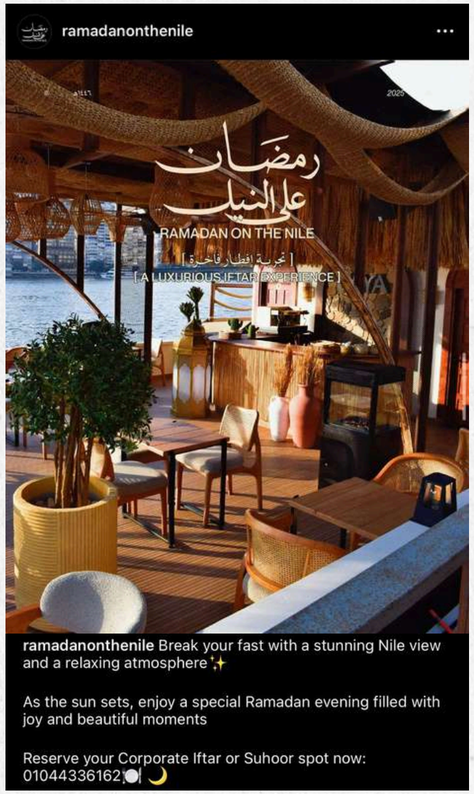

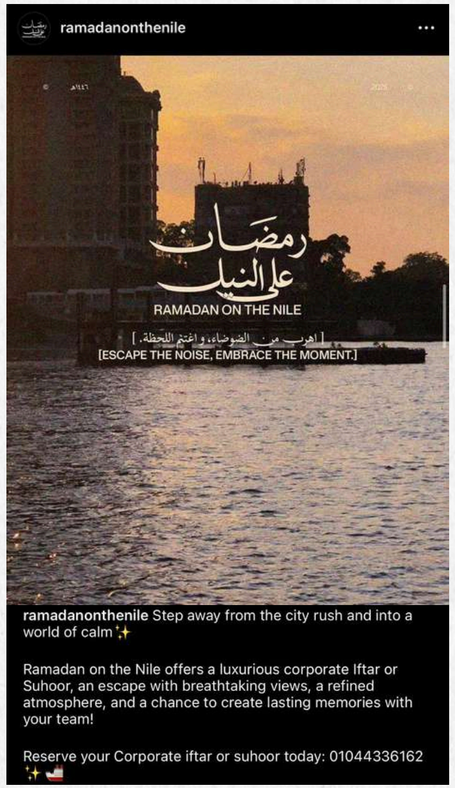

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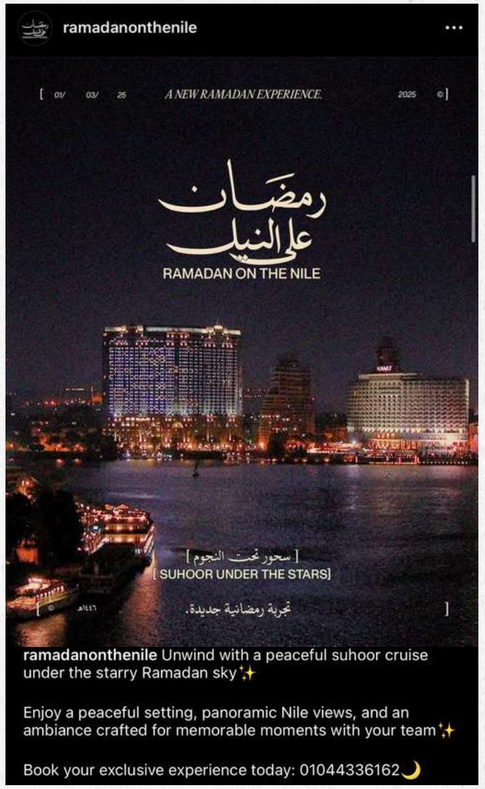

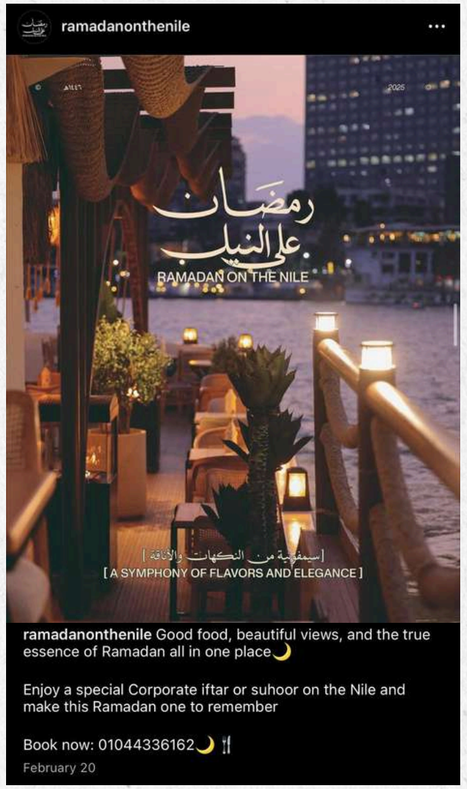

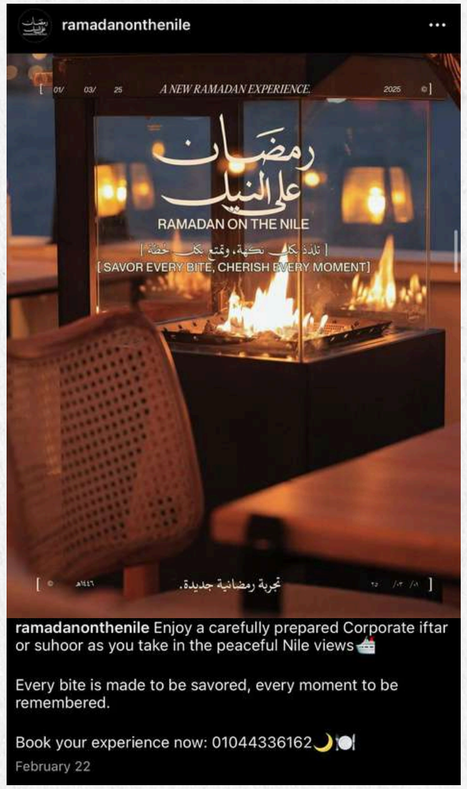

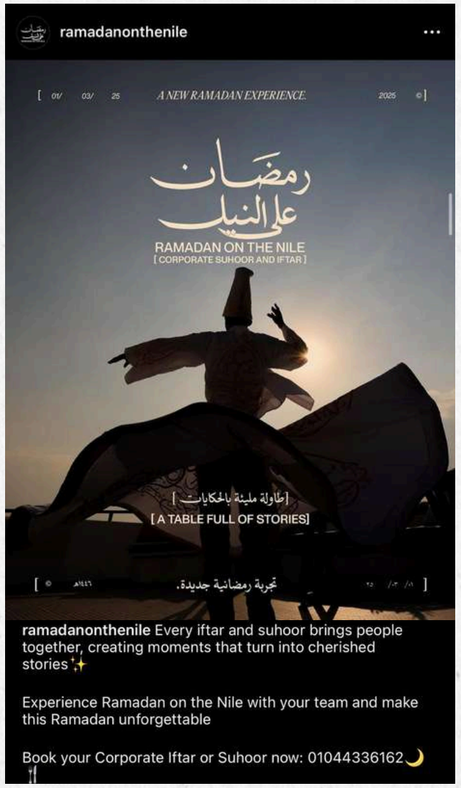

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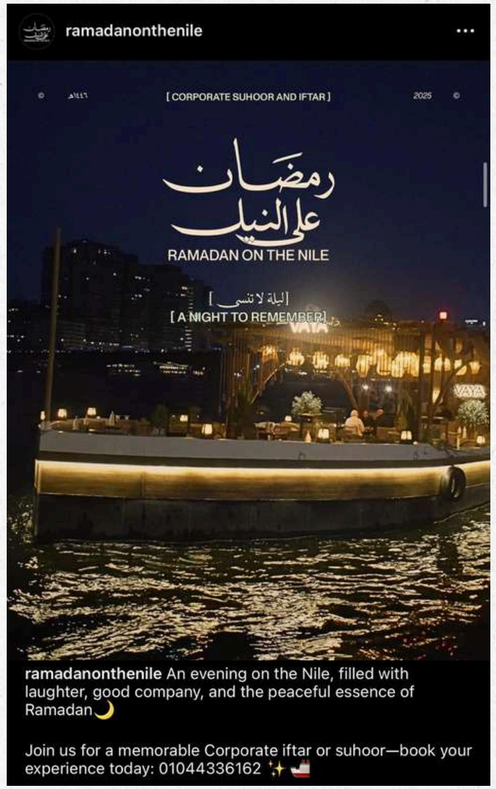

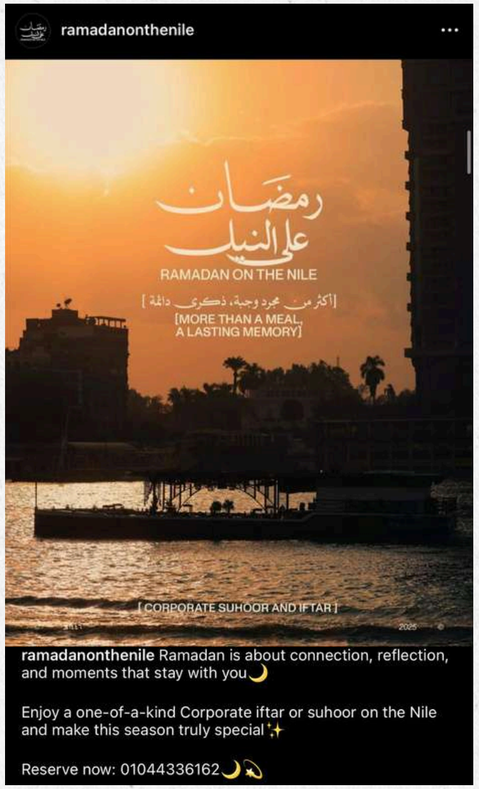

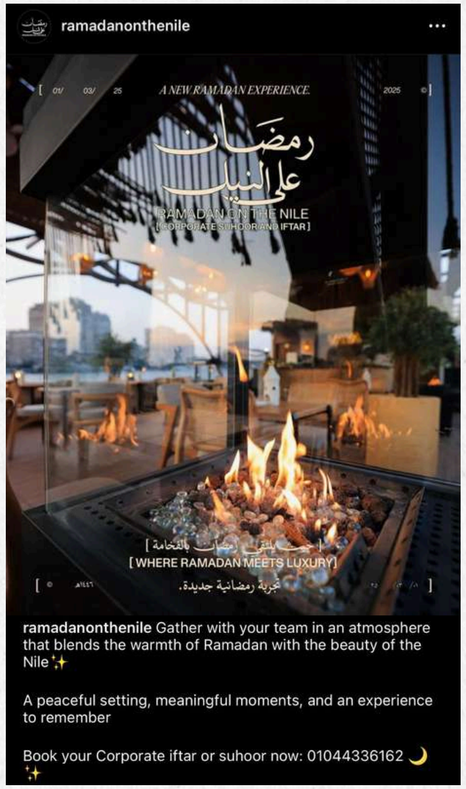

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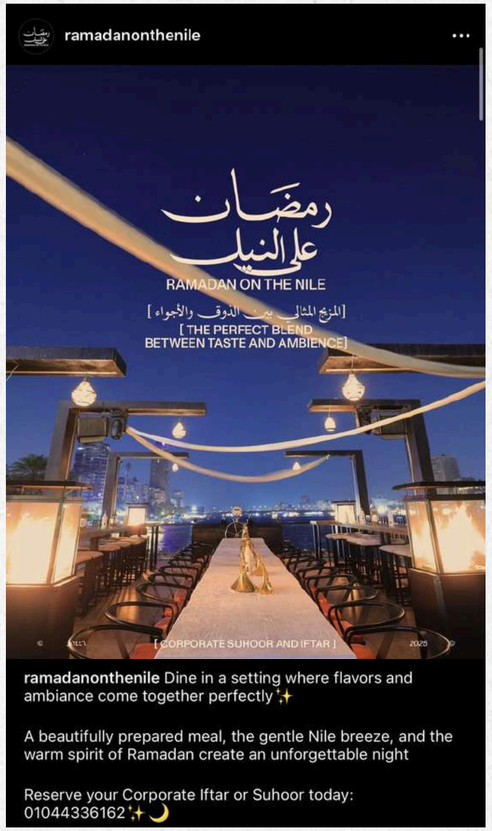

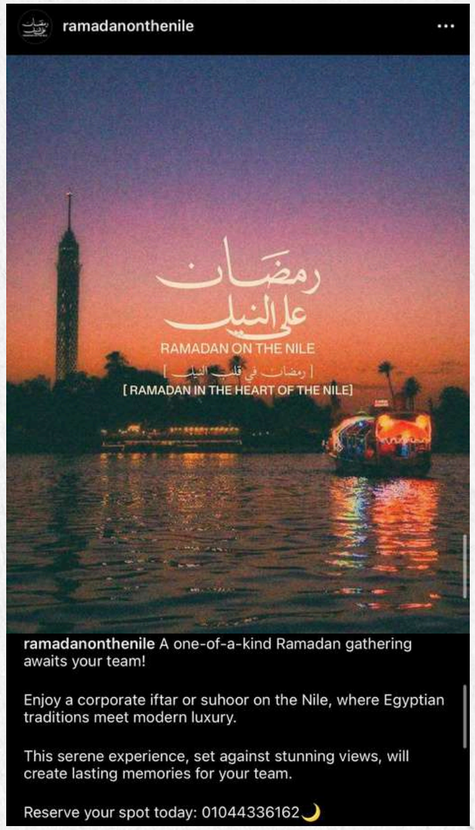

MANAGING THE SOCIAL MEDIA OF ALBARAIDI DEVELOPMENTS

At Al Baraidi Developments, I took the lead in transforming the company's digital presence by developing comprehensive content calendars and plans. My work focused on creative scripting, content planning, and crafting persuasive ad copies designed to enhance audience engagement and align with the brand's identity. I collaborated with key stakeholders to execute impactful marketing campaigns, reinforcing the brand's positioning in the real estate market. Through innovative strategies and attention to detail, I ensured that Al Baraidi Developments' social media platforms became dynamic spaces for engagement and brand visibility.

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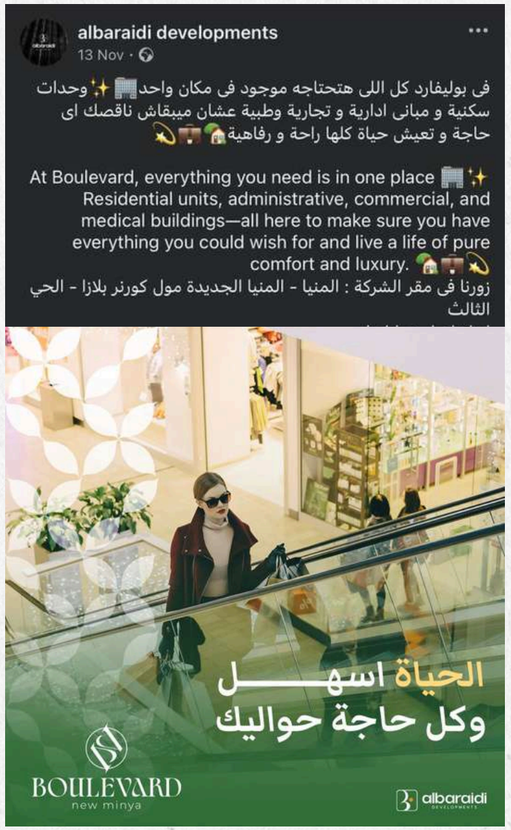

COPYWRITING

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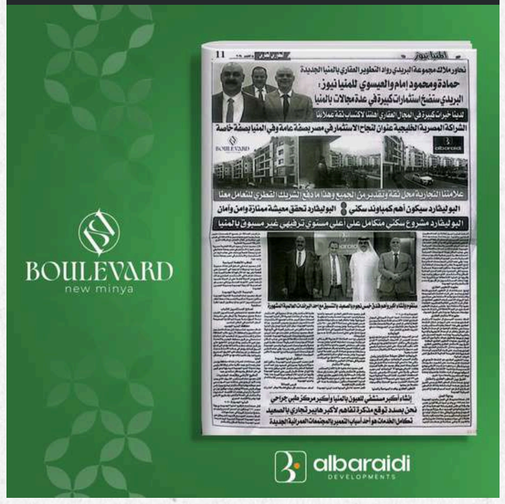
albaraidi developments
5 Nov ·

فى يوليفارد أهم حاجة هى المساحات الخضراء والجناين 🌳 اللى بتوفرلك جو من
الأسترخاء بعيد عن الزحمة ✨
In Boulevard, you will find green spaces and gardens everywhere 🌳, creating a peaceful setting that helps you unwind and escape the busy city life. ✨
زورنا فى مقر الشركة : المنيا - المنيا الجديدة مول كورنر بلازا - الحي الثالث
او اتواصل معانا على
📞 01040408340
#بوليفارد
#مش_مجرد_مباني

albaraidi developments
30 Oct ·

✨ شركة البريدى للتطوير العقاري تُعلن عن أحدث مشروعاتها "بوليفارد المنيا الجديدة" - هو مشروع سكنى متميز فى المنيا الجديدة بشراكة مصرية قطرية بيقدم كل الخدمات الاجتماعية و بيخلق تجربة حياة كلها رفاهية و راحة عشان عملائنا يعيشو حياة مميزة و متكاملة
✨ Al Baraidi Developments proudly announces 'Boulevard New Minya' - a premier residential project in New Minya created in partnership between Egypt and Qatar. The project offers all essential services to create a luxurious and comfortable lifestyle, so our clients can enjoy a unique and complete living experience."



في البريدي للتطوير العقاري، بنؤمن بقوة بأن كل مشروع نبنيه هو أكثر من مجرد مباني، بل هو حلم يتحقق لكل فرد وعائلة 🏡✨. نلتزم بتوفير مجتمعات متكاملة تعكس قيم الرفاهية والراحة، حيث يشعر كل سكانها بالأمان والسعادة 🌟.
نسعى بكل شغف لتقديم حلول سكنية مبتكرة تجمع بين التصميم العصري والخدمات المتكاملة، لنضمن لكم تجربة سكنية فريدة تنبض بالحياة

At Al-Baraidi Real Estate Development, we strongly believe that every project we build is more than just buildings; it's a dream come true for every individual and family 🏡✨.
We are committed to providing integrated communities that reflect the values of luxury and comfort, where every resident feels safe and happy 🌟. With passion, we aim to provide new housing solutions that combine modern design with great services, making sure you have a special living experience that fits your needs and dreams
#البريدى

albaraidi developments
3 Nov ·

تخيل لو كل يوم أحلى من اللى قبله"
What if your perfect day was every day?
العنوان: مول كورنر بلازا - الحي الثالث - المنيا الجديدة
او اتواصل معانا على 01040408340
#بوليفارد
#مش_مجرد_مباني

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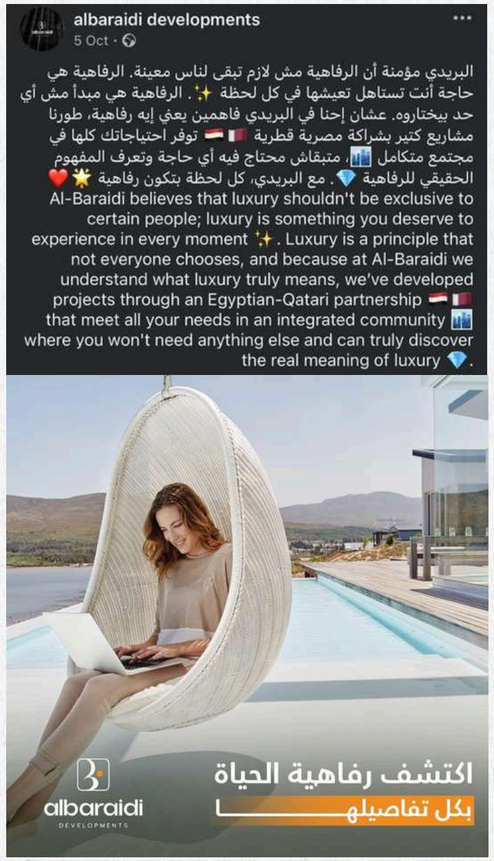

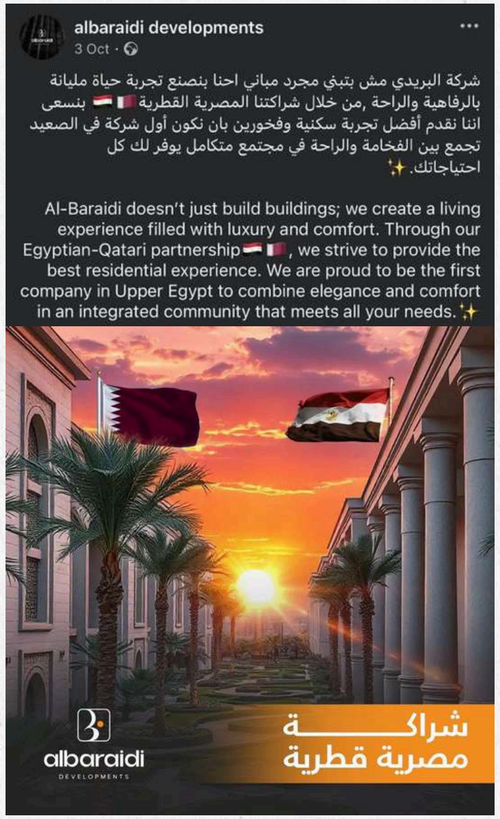

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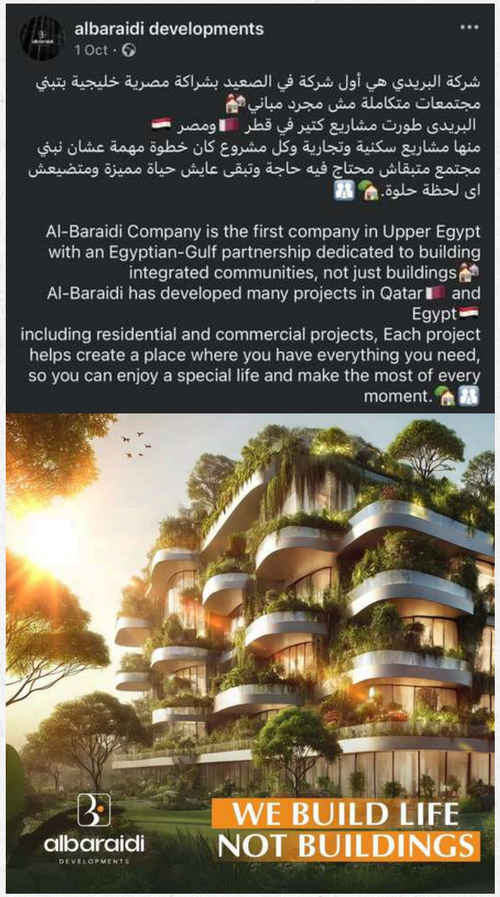

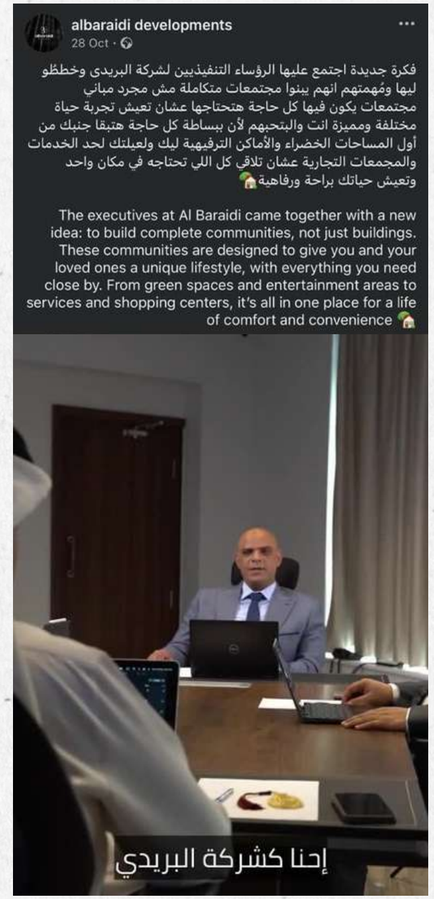

SCRIPTS

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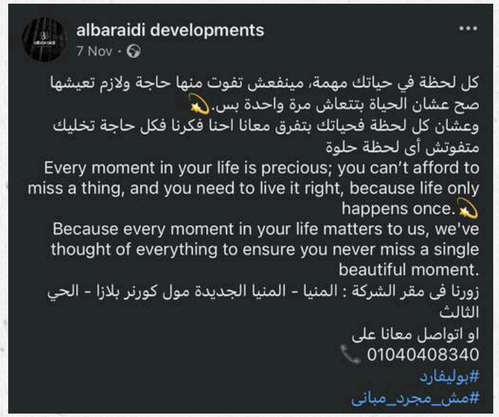
AL MINYA: A NEW VISION BY AL BARAIDI

A compelling script showcasing the charm and heritage of Al Minya while highlighting Al Baraidi Developments' vision of building integrated communities that blend tradition with modernity. The script introduces "Boulevard," the latest project, as a fully-equipped compound offering security, comfort, and a promising future. Crafted with an emotional tone and relatable imagery, it positions Al Baraidi as a trusted developer transforming lives through innovative real estate solutions.

VIDEO LINK



SEIZE EVERY MOMENT WITH BOULEVARD

This script connects with the audience by addressing the daily struggles of modern life and the importance of making the most of every moment. It introduces Boulevard as the ideal destination to escape the pressures of everyday life, offering a fully-integrated compound with green spaces, mountain views, and all the amenities needed to create meaningful memories.

VIDEO LINK

LEADING DIGITAL GROWTH AT IEEE MSA

IEEE MSA is a tech-oriented student activity at MSA University, where I was the Head of Digital Marketing. In this role, I was responsible for creating marketing plans, content strategies, and content plans to enhance the branch's digital presence. I led and optimized the efforts of the media team and content creators, while contributing to the creation of engaging content such as posts, stories, and reels. I also wrote compelling copies, crafted detailed design briefs, and ensured consistency in branding. Additionally, I managed and moderated various social media platforms, building a strong online community and fostering meaningful engagement.

IEEE
MSA UNIVERSITY
STUDENT BRANCH

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IEEE | MSA UNIVERSITY STUDENT BRANCH

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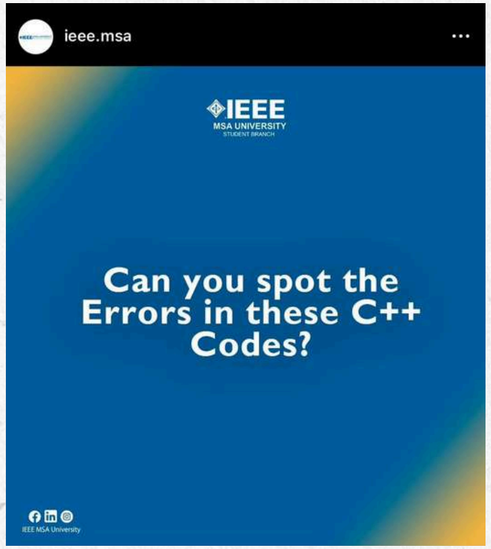
IEEE | MSA UNIVERSITY STUDENT BRANCH



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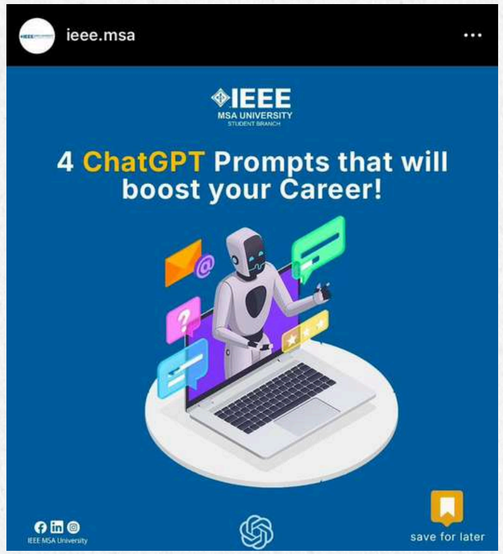

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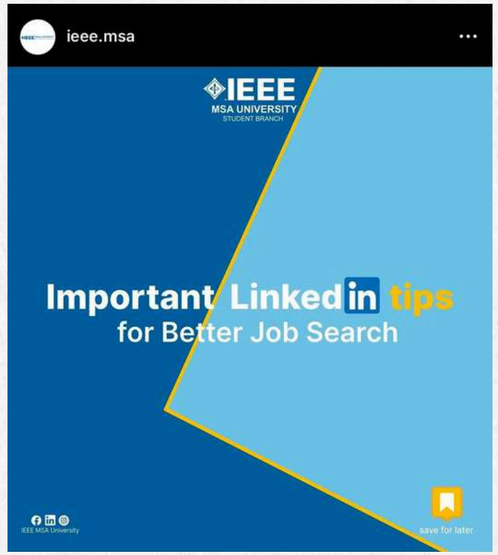

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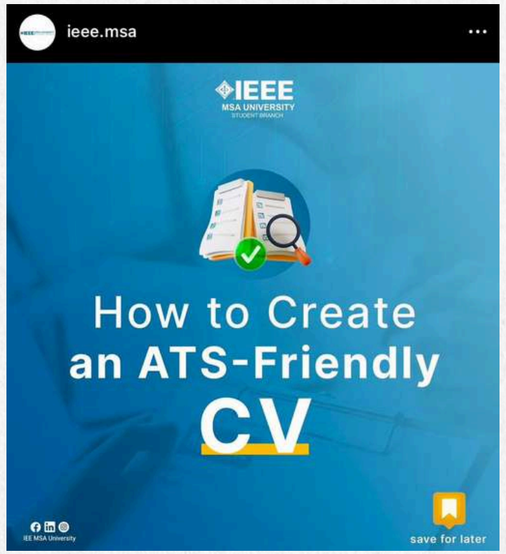

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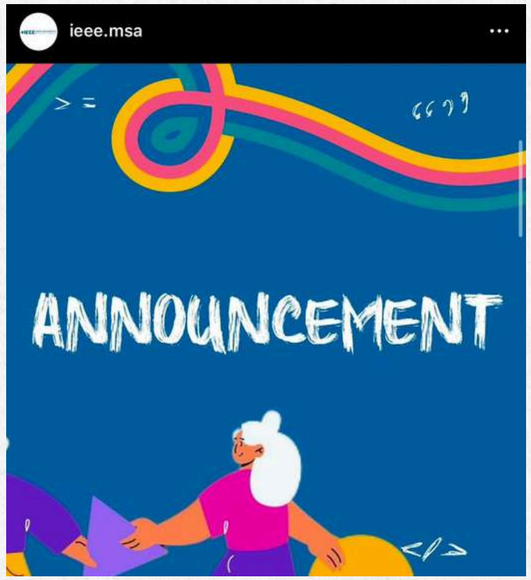

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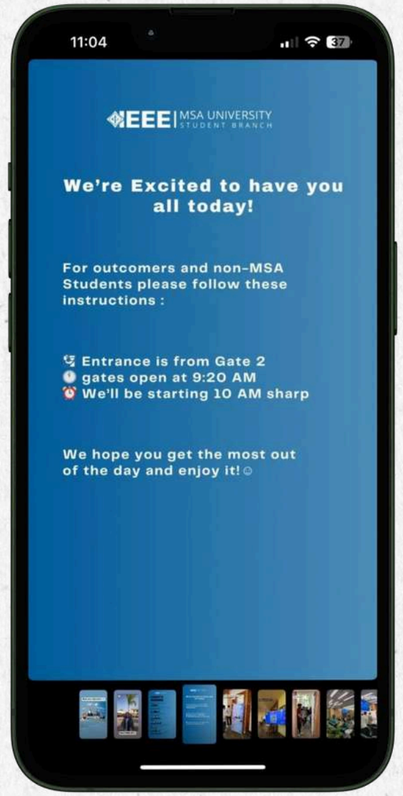

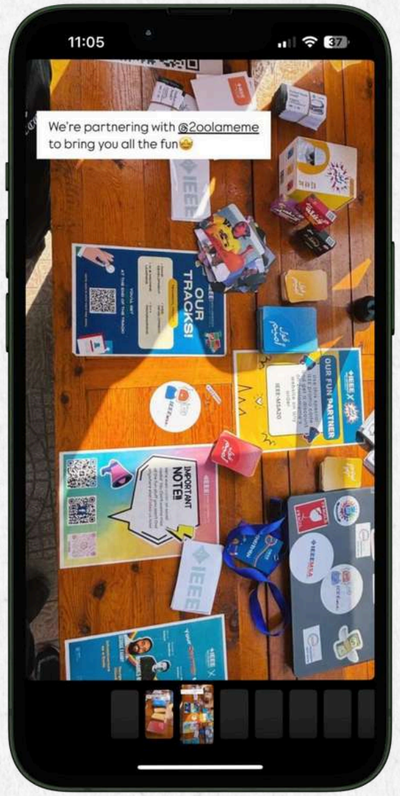

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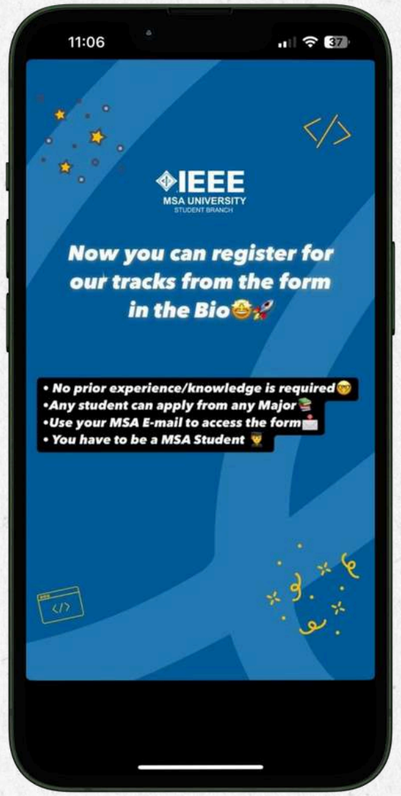

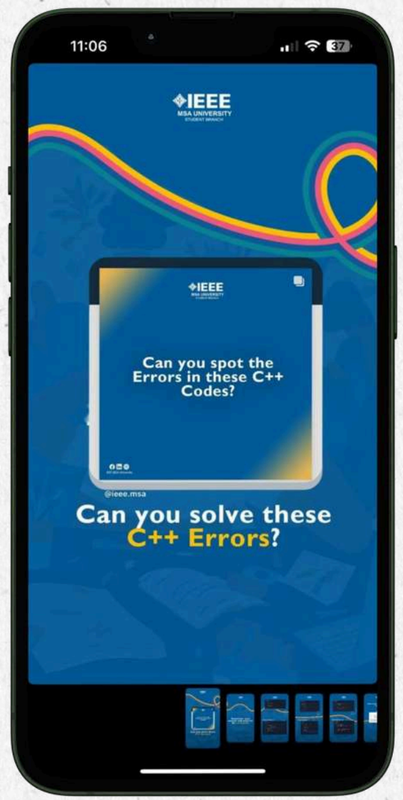

STORIES

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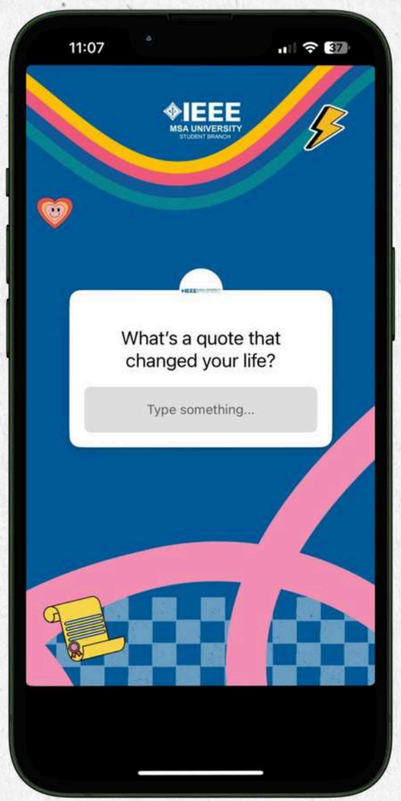

REELS

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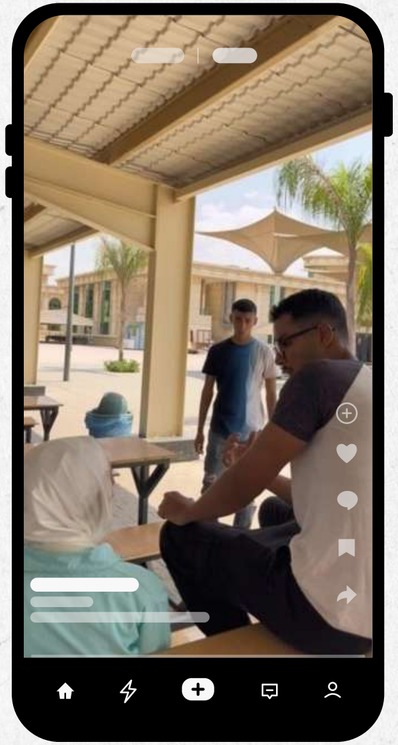

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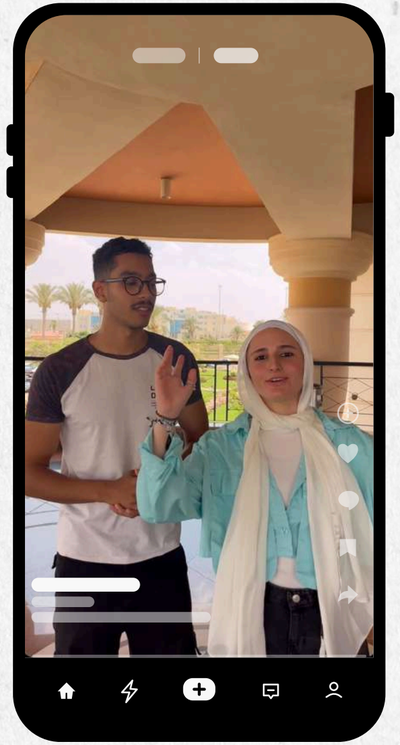

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REELS

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REELS

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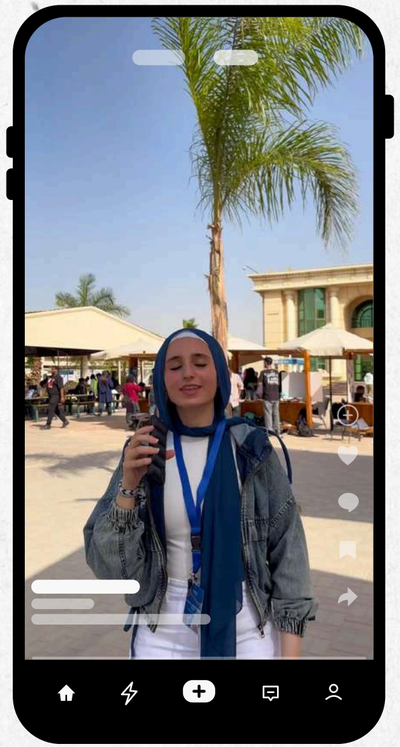

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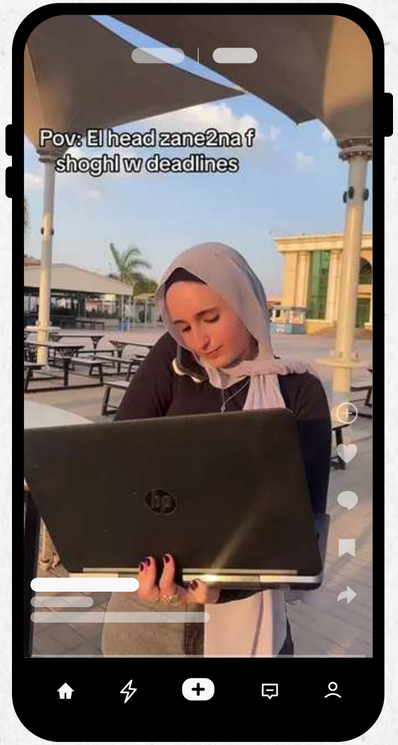

LINK

CASE STUDIES

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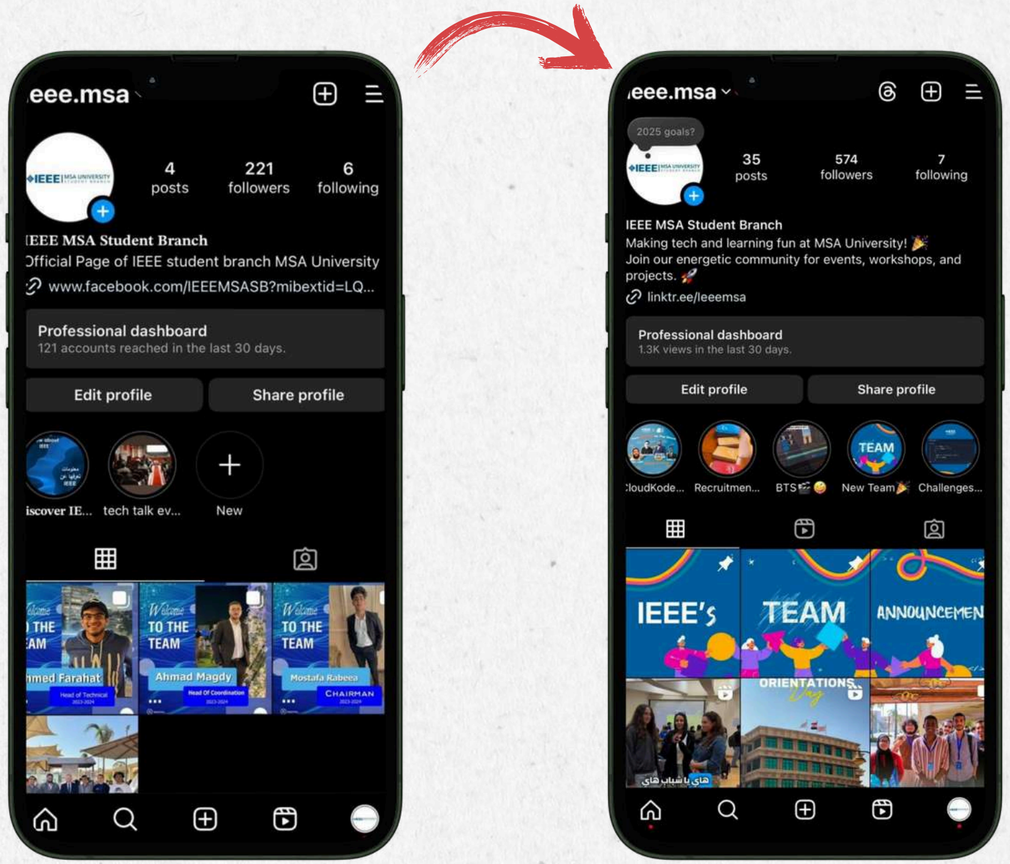
- Increased the follower base of Instagram from 221 followers to **574** Followers in 30 days
- Achieved total views of **47,300** and **1400** Interactions
- Maximized engagement by creating engaging UGC content



CASE STUDIES

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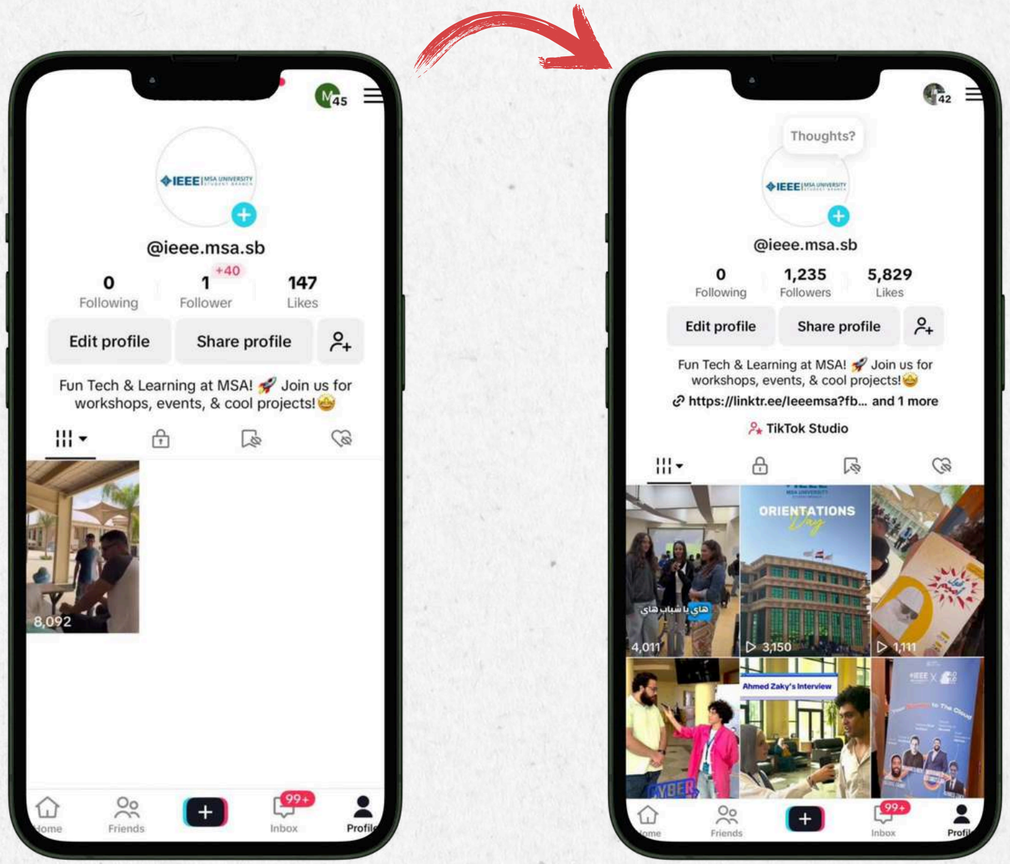
- Increased the follower base of TikTok from **1** follower to **1235** Followers in 60 days using organic reach and UGC
- Achieved total video views of **210,000** and **5829** Likes, **301** comments, and **1429** shares
- Maximized engagement by creating engaging UGC content



CASE STUDIES

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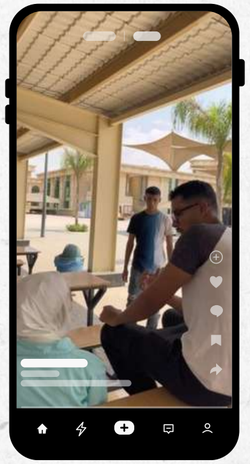
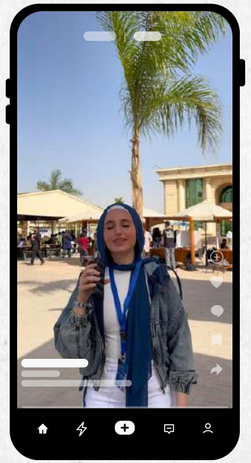
TOP-PERFORMING CONTENT



66K Views
1886 likes
357 Saves

44.6K Views
1065 likes
159 Saves

33.9K Views
959 likes
276 Saves



23.7K Views
813 likes
131 Saves

DESIGNS/UI&UX

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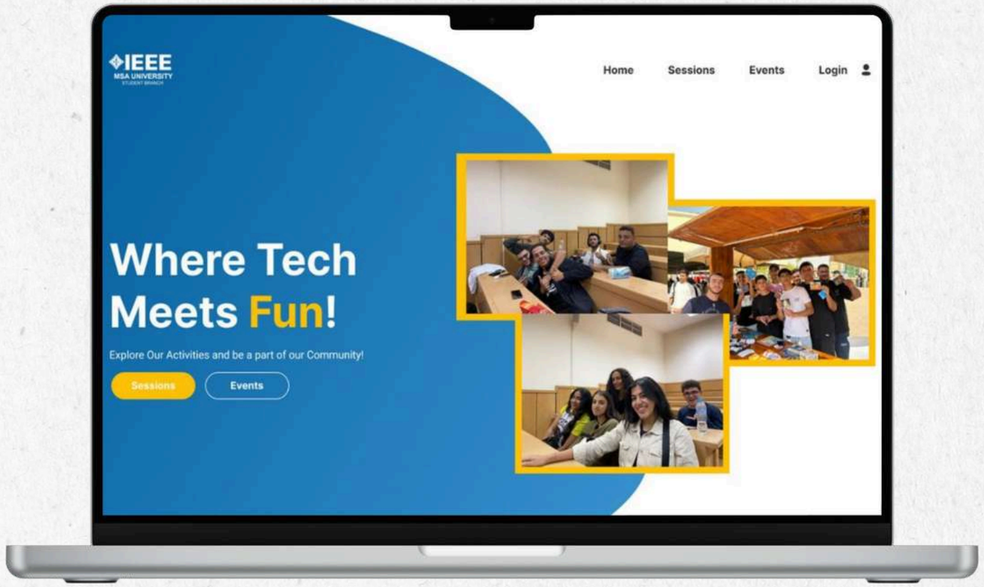

View All here!

https://www.behance.net/youssefsamir1

PLANS & STRATEGIES

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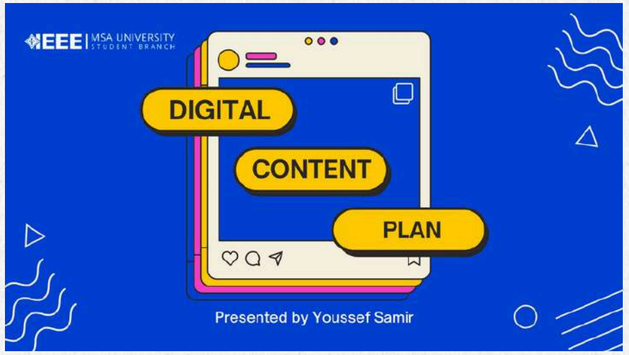
Content Calendar for albaraidi developments

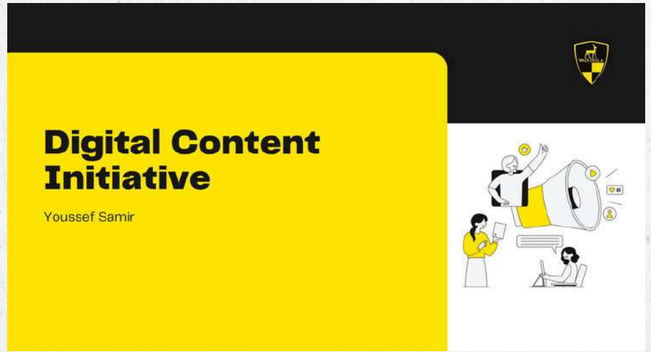
Content Calendar for albaraidi developments

Mobile App Advertisement Concept for AAIB

Marketing Plan for IEEE



Digital Content Plan for IEEE



Digital Content direction for Wadi Degla

COMPETITORS ANALYSIS

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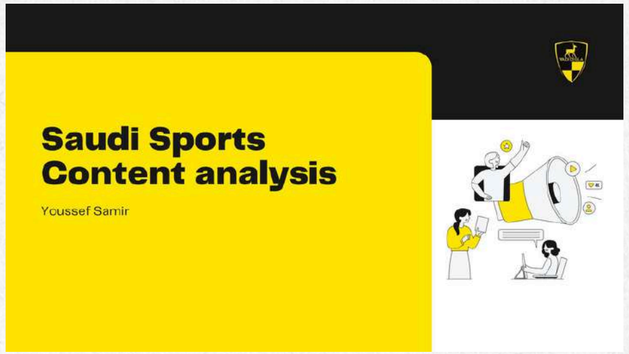
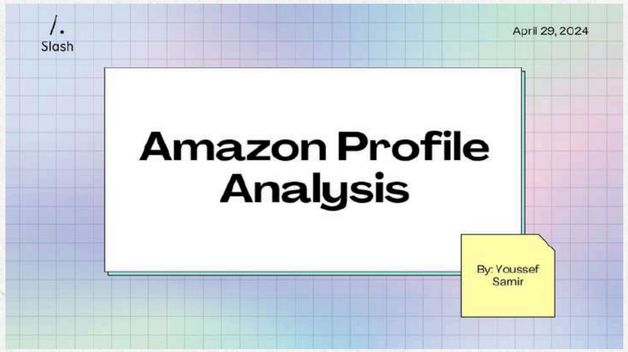


Saudi Sports Content Analysis for Wadi Degla



Amazon Profile Analysis for Slash

E-Commerce market Research in Egypt for Slash

Talabat Mart Analysis for Slash

EDUCATION

EDUCATION

I am currently pursuing my studies at MSA University, Majoring in Marketing and International business. Throughout my time here, I have honed my skills through academic coursework and practical projects, complementing my passion for creativity and strategy. Beyond academics, I have actively contributed to university initiatives, such as serving as the Head of Organizing Committee and Digital Marketing for **IEEE MSA**, which allowed me to merge my education with real-world experience.

MSA UNIVERSITY
IN EGYPT SINCE 1996
Established by Dr.Nawal El Degwi
MSA UNIVERSITY
جامعة أكتوبر للعلوم الحديثة والآداب

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EDUCATION

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COURSES AND CERTIFICATIONS

Meta

Introduction to Data analytics

Meta

Marketing analytics Foundations

INTERNATIONAL ORGANIZATION FOR E-TOURISM INDUSTRY

Digital Marketing Professional

DIGITAL Ad Expert by Aleph

Digital Ad Certificate

alx

AI Career Essentials

International Business Management Institute
Berlin · Germany

Marketing and Communications

EDUCATION

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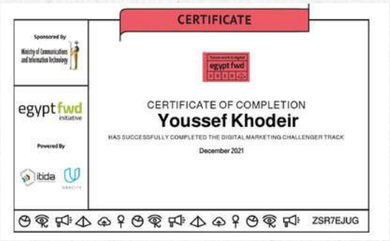
COURSES AND CERTIFICATIONS

UDACITY

Digital Marketing Challenger track



udemy

Photoshop and Web Design

hp LIFE

Social Media Marketing

LinkedIn Learning

WORK EXPERIENCE

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CONTENT CREATOR

Created, scripted, filmed, and edited video content for 2oolameme, Egypt's top social gaming platformwith 500K+ players. Produced engaging content for TikTok and Instagram, generating over 200K viewsacross both platforms.

APRIL 2025- PRESENT

SOCIAL MEDIA MANAGER

Developed content calendars and ad copies to elevate Al Baraidi Developments' social media presence, focusing on creative scripting, content planning, and audience engagement.

SEP 2024- NOV 2024

DIGITAL MARKETING INTERN

Focused on optimizing marketing efforts through automation, content development, and in-depth market analysis to boost lead engagement and conversion.

AUG 2024 - SEP 2024

WORK EXPERIENCE

MARKETING INTERN

Worked on enhancing Coldwell Banker Egypt's social media presence through content creation, trend analysis, and strategic market research.

JUL 2024 - AUG 2024

COLDWELL BANKER EGYPT

DIGITAL MARKETING AND APP GROWTH INTERN

Enhanced the app's social media presence and conducted comprehensive competitor analysis contributing to strategic marketing initiatives.

APR 2024- JUN 2024

/.

DIGITAL MARKETING INTERN

Conducted detailed competitor analysis and created innovative ad concepts aiding the bank's marketing efforts.

AUG 2023 - SEP 2023

البنك العربي الافريقي الدولي
arab african international bank

WORK EXPERIENCE

DIGITAL MARKETING INTERN

Developed knowledge about content plans and buyer personas, learned about digital ads and the basic marketing practices

SEP 2021 - NOV 2021

THE STARTOP
BUSINESS SOLUTIONS

LET'S WORK

TOGETHER!

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www.youssefkhodeir.my.canva.site/