

Nour Maamoun

*Bringing Your Brand to Life
with Strategy, Storytelling &
Smart Copy*

Portfolio

Brand Messaging,
Content & Strategy

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About Me

I'm a culturally attuned brand strategist and copywriter with a Master's in Digital Marketing and a BA in Entrepreneurship, specialized in Marketing.

I help businesses shape meaningful narratives by blending cultural insight with strategic content and storytelling.

My work focuses on building brand identities that resonate across cultures, communicate with clarity, and connect with the right audience. From brand voice development to persuasive copy and content strategies, I bring both creativity and a deep understanding of market behavior.

I believe that content becomes powerful when it reflects the people it's made for. That's why I craft every word and message with cultural relevance, emotional impact, and brand alignment in mind. Whether you're launching a new brand or refining your message, I'm here to help you your brand to life - with Strategy, Storytelling & Smart Copy

Content

Copywriting

Branding

Scriptwriting

Content Strategy.

Content Writing

Copywriting (Welcome Email)

Luna Skincare (Fictional Skincare Brand)

Subject Line: ✨ Welcome to Radiant Skin — Meet Your New Glow Routine!

Body:

Hey [First Name],

We're so excited to have you in the Luna Skincare family!

🌿 Your journey to nourished, radiant skin starts here. As a special thank you, here's 10% off your first order — use code LUNA10 at checkout.

Need help finding your perfect product? Explore our best-sellers [link].

Here's to glowing skin, naturally. 🌙
— Team Luna

CTA Button: Shop Now & Save 10%

Copywriting

(Sales / Promotional Email)

Luna Skincare

(Fictional Skincare Brand)

Subject Line: ☀️ Your Summer Skincare Essentials Are Here (+ 20% Off!)

Body:
Hey [First Name],

Say hello to sun-kissed skin – our limited-edition Summer Glow Kit is finally here! ✨

For a limited time, get 20% off all skincare bundles. Hydration, SPF, and glow – all in one set.

Don't miss out – this offer ends in 48 hours.

CTA Button: Grab Your Glow Kit

Copywriting (Landing/Sales Page) (Fictional Skincare Brand)

 Welcome to Luna Skincare

Clean Beauty, Powered by Nature & Backed by Science

 Discover Radiant Skin - Naturally

Say goodbye to harsh chemicals and hello to gentle, effective skincare that actually works. At Luna Skincare, we believe your skin deserves only the best: organic ingredients, science-backed formulas, and products made with intention.

 Why Luna?

 100% Natural Ingredients - From aloe vera to botanical extracts, every formula is thoughtfully crafted.

 Sensitive-Skin Friendly - No irritation, no fluff—just results.

 Eco-Conscious Packaging - Good for your skin, better for the planet.

 Cruelty-Free, Always - Because kindness should extend to animals too.

 Our Story

Born from a love of clean living and holistic wellness, Luna Skincare was created by a team of beauty lovers who couldn't find gentle products that actually delivered. So we made our own. And now we're sharing it with you.

We believe in simple rituals with real impact—skincare that nourishes not just your face, but your confidence.

 Our Bestsellers

 Glow & Go Vitamin C Serum

Brightens dull skin, evens tone, and delivers that "I slept 8 hours" glow.

→ \$28 | [Shop Now](#)

 Deep Hydration Night Cream

Rich moisture without the greasy feel. Wake up with baby-soft skin.

→ \$34 | [Add to Cart](#)

 Gentle Balance Cleanser

Non-stripping, pH-balanced, and infused with calming chamomile.

→ \$22 | [Try It Today](#)

 What Customers Say

"My skin has never felt this soft. And knowing it's clean? Huge bonus." — Amina B.

"Luna's products just work. I tossed all my old brands after one week." — Jasmine K.

 Ready to Glow?

 New here? Get 10% off your first order with code LUNALOVE

 Free shipping on all orders over \$50

 Risk-free: 30-day money-back guarantee

 Let's Begin Your Skincare Journey

[[Shop Now](#)] [[Take the Skin Quiz](#)]

 Still Curious?

Subscribe for skin tips, early access to launches, and more natural beauty goodness.

 [[Email Signup Form](#)]

Copywriting (Newsletter)

Urban Tech (Fictional Tech Startup)

Subject Line: 🌿 Skincare Tips You'll Love + Exclusive Sneak Peek

Body:

Hi [First Name],

This month, we're talking about skincare rituals that work. Did you know applying serum on damp skin boosts absorption by 30%? Try it tonight!

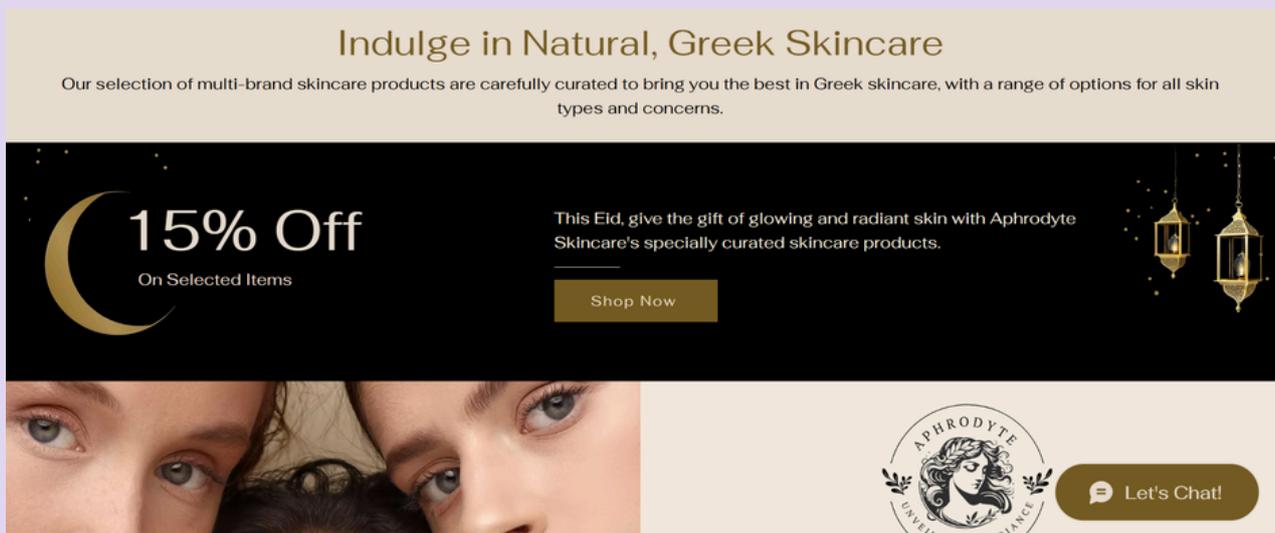
👉 **Product Spotlight:** Luna Dew Drops — our top-rated hydration booster. See why 5,000+ customers swear by it.

🌟 **Coming Soon:** We're launching something BIG next month... stay tuned for early access!

Stay radiant,
— Team Luna

CTA Button: Read More Tips

Copywriting (Website)

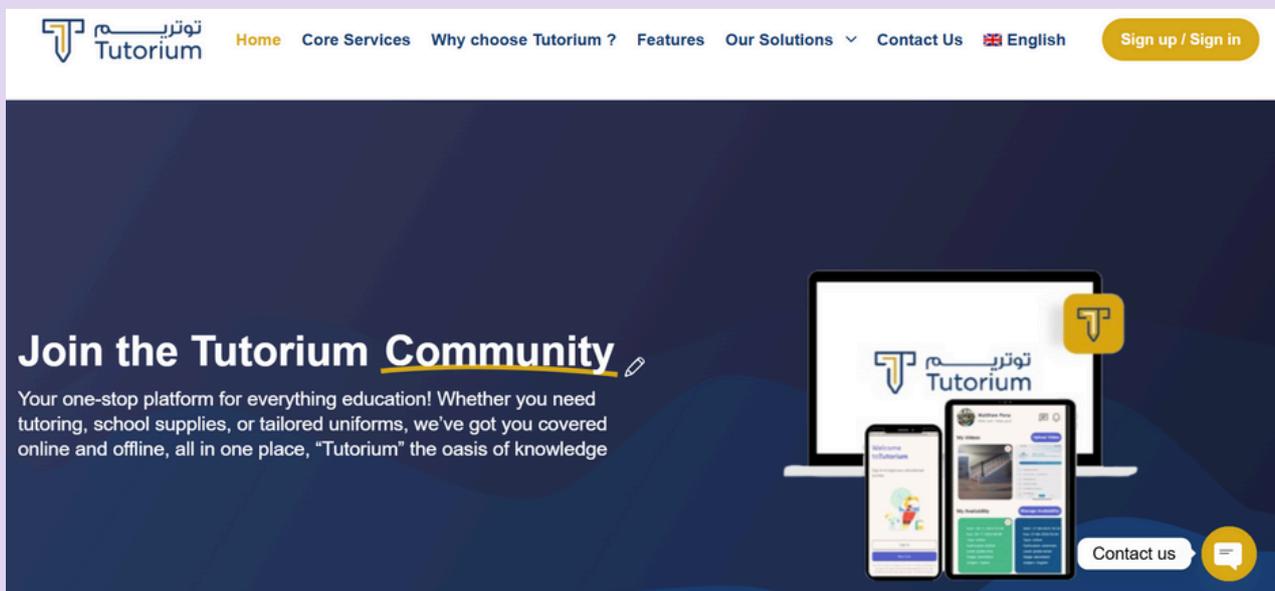


Aphrodite Skincare (University Project)

Industry: Beauty | Role: Brand & Website Copywriter

Contribution:

Led the copy development for the entire website, crafting a fresh and friendly brand voice. Focused on making skincare feel simple, empowering, and gentle.



Tutorium App (Client Work)

Industry: EdTech | Role: Website Copywriter

Contribution:

Wrote conversion-focused copy for the homepage and landing sections, balancing clarity, credibility, and call-to-action

Branding

Luna Skincare

(Fictional Skincare Brand)

1. Brand Overview

Mission Statement:

To provide luxurious, natural skincare products that nurture your skin and soul, helping individuals feel confident and radiant in their own skin.

Core Values:

Natural: Harnessing the power of nature to create effective skincare solutions.

Sustainability: Committed to eco-friendly practices and packaging.

Self-care: Empowering individuals to embrace self-care as an essential part of their routine.

Brand Vision:

To be the leading brand in natural skincare, offering products that promote glowing, healthy skin while prioritizing sustainability and self-love.

Brand Positioning Statement:

Luna Skincare offers premium, natural skincare products designed to promote radiant, healthy skin, blending luxurious ingredients with mindful practices to nurture both your skin and soul.

2. Brand Story / Origin Narrative

Luna Skincare was created out of a passion for natural beauty and a commitment to sustainability. The founder, a skincare enthusiast, struggled to find products that both delivered results and aligned with their values of sustainability and natural ingredients. After years of research, Luna Skincare was born — a line of products that blends nature's best ingredients with luxury to create a skincare routine that's as nourishing for the environment as it is for your skin.

Branding

(Fictional Skincare Brand)

3. Brand Tone & Voice Guidelines

Brand Personality:

Calming

Luxurious

Natural

Empowering

Voice Guidelines:

Tone: Warm, nurturing, and elegant, with a focus on self-care and well-being.

Preferred Language: Simple, serene, and positive, evoking a sense of peace and wellness.

Avoid: Harsh or clinical language, overly technical terms.

Tone by Platform:

Website: Soothing, informative, and serene

Social Media: Friendly, aspirational, engaging

Emails: Warm, reassuring, and supportive

Branding

(Fictional Skincare Brand)

4. Key Messaging Framework

Elevator Pitch Templates:

- **Short Pitch:**
 - "Luna Skincare offers natural, luxurious skincare products that nurture your skin and promote self-care."
- **Extended Pitch:**
 - "At Luna Skincare, we believe in the power of nature to give your skin the glow it deserves. Our products are made with pure, natural ingredients that nourish and rejuvenate your skin while promoting sustainability. With Luna, your self-care ritual becomes an empowering experience."

Value Propositions:

Audience Segment

Key Benefit/Message

Eco-conscious consumers

Pure, natural ingredients that are good for you and the planet

Wellness enthusiasts

A luxurious skincare routine that promotes self-care and confidence

Proof Points:

- 100% natural ingredients with no artificial fragrances
- Eco-friendly packaging made from recycled materials
- Featured in "Natural Beauty Monthly" for its eco-conscious approach

5. Tagline & Slogan Ideas

- **Tagline Option 1:** "Glow Naturally. Feel Beautiful."
- **Tagline Option 2:** "Nurturing Your Skin, Naturally."
- **Campaign Slogan:** "Sustainable Beauty. Radiant Skin."

Branding

(Fictional Skincare Brand)

6. Customer Personas

Persona 1: Eco-friendly Emma

Age: 28

Goals: Use natural, eco-friendly skincare products to nourish her skin and align with her values

Pain Points: Struggles to find skincare products that are both effective and environmentally conscious

What She Needs: Natural, high-quality skincare products that are also sustainable and eco-friendly

Persona 2: Self-care Sophie

Age: 34

Goals: Practice self-care by using high-end, luxurious skincare products that promote relaxation and confidence

Pain Points: Wants effective skincare that feels indulgent and gives a sense of pampering

What She Needs: A skincare line that combines effectiveness with indulgence, helping her unwind and recharge

7. FAQ Responses Aligned with Brand Voice

Q: Are Luna Skincare products suitable for sensitive skin?

A: Yes! Our products are formulated with natural ingredients, making them gentle and safe for even the most sensitive skin.

Q: What makes Luna Skincare different from other brands?

A: Luna Skincare combines luxury with sustainability, offering pure, natural ingredients that nourish and hydrate your skin while being kind to the environment.

Q: How should I use Luna Skincare products for the best results?

A: We recommend starting with a gentle cleanser, followed by our hydrating serum and finishing with our nourishing moisturizer for radiant, glowing skin.

8. Examples of Brand-Aligned Content

Social Post Example:

"Pamper your skin with the natural goodness of Luna Skincare 🌿. Feel the glow from the inside out. #GlowNaturally #LunaSkincare"

Ad Copy Example:

"Indulge in a skincare ritual that nurtures both your skin and your soul. Luna Skincare – the luxury of nature in every drop."

Scriptwriting

(Long & Short Form)

Script 1: TikTok/Reels Script (15-60 sec)

Client: Vera Vogue (fictional fashion brand)

Hook:

“STOP scrolling! Want to know the secret to looking chic every day without breaking the bank?”

Middle:

“Here’s the trick: Layering is your best friend. Take this classic oversized blazer — style it with a simple tee and high-waisted jeans for a timeless look that works anywhere, anytime.”

Cut to quick shots of someone wearing the outfit confidently, walking through a stylish city street.

Call to Action:

“Try this look today and tag us for your chance to be featured! Follow for more effortless style tips!”

Script 2: Brand Story Video Script (2-3 min)

Client: Luna Skincare (fictional organic skincare brand)

Hook:

“At Luna Skincare, our story isn’t just about beauty; it’s about feeling good in your skin, naturally. Let us take you on a journey of how we started.”

Middle:

“We began with a simple idea: create skincare that’s both effective and ethical. As passionate advocates for clean beauty, we spent years perfecting our formula — using only organic, sustainably sourced ingredients.”

Cut to clips of founders discussing the creation process, ingredients being sourced, and products being developed.

“We wanted to empower every person to love their skin while protecting the planet. Each bottle of Luna Skincare isn’t just a product; it’s a promise.”

Show customers using the products with radiant, glowing skin, feeling confident.

Call to Action:

“Discover your natural glow with Luna Skincare. Visit our website and join the clean beauty movement today.”

Scriptwriting (Long Form)

🎧 Long-Form Brand Story Video Script (Approx. 5 min)

Client (Fictional): ClearMind – Mental Wellness & Productivity App

Tone: Supportive, modern, inspiring

Purpose: Brand storytelling, product introduction, emotional engagement, and soft CTA

🎬 [0:00 – 0:30] Hook / Relatable Problem

Visual: Quick cuts of people stressed at work, juggling tasks, scrolling endlessly, sleepless at night.

SFX: Subtle background noise (keyboard typing, notifications, ticking clock), soft, ambient music rising.

Narration:

“Let’s be honest – life feels overwhelming sometimes. Deadlines, endless to-do lists, and the constant ping of notifications. It’s easy to feel like you’re always ‘on’ – but never truly present.”

🎬 [0:30 – 1:15] Emotional Connection

Visual: A woman rubbing her temples, a student staring blankly at a screen, a parent trying to focus with kids in the background – then scenes of peace: someone meditating, walking in nature, journaling.

Narration:

“You’re not alone. Over 70% of people report feeling anxious or mentally exhausted on a weekly basis. But what if you could take back control – not by doing more, but by creating space to pause?”

🎬 [1:15 – 2:30] Introduction to ClearMind

Visual: Clean, minimal animation introducing the ClearMind app interface. Real people using it in everyday life: at a desk, before sleep, during breaks.

Narration:

“Introducing ClearMind – your personal guide to better mental clarity, focus, and wellbeing.

Designed for busy lives, ClearMind helps you build simple habits that reduce stress and boost productivity – without overwhelming your schedule.”

On-Screen Text / Features:

Guided meditations for focus & calm

Mood tracker with daily check-ins

Personalized breathing sessions

Mindful productivity tools

Affirmations & mental health tips

🎬 [2:30 – 3:45] How It Works (Value-Driven Walkthrough)

Visual: Screen recordings of app features in action. A user selecting a “Morning Focus” meditation, tracking mood over a week, using “Distraction Timer.”

Narration:

“Start your day with intention. Whether it’s a 5-minute focus session before work or a calming nighttime routine, ClearMind adapts to you.

Our mood tracker helps you notice patterns. Our breathing exercises help you reset. And our mindfulness tools help you work smarter – not harder.”

Visual: User testimonial clips:

“I love how it reminds me to pause.”

“It’s like having a mental coach in my pocket.”

“I’m sleeping better and actually getting more done.”

🎬 [3:45 – 4:30] Brand Story & Vision

Visual: The founders brainstorming, diverse team members, office culture, community events, messages of support.

Narration:

“ClearMind was born from a simple belief: that wellness should be accessible and easy to integrate into real life.

We’re not here to add more noise – we’re here to help you breathe through it.

With a team of mental health professionals, tech innovators, and real users at the heart of our design, we’re building a space where you feel supported – every step of the way.”

🎬 [4:30 – 5:00] Call to Action

Visual: Uplifting scenes: user smiling after completing a session, app screen with “You’ve completed 7 mindful days,” fade into app store icons, website link.

Narration:

“Ready to reclaim your peace of mind? Download ClearMind today and take your first step toward a calmer, clearer you. Because your mental health deserves more than a break – it deserves a foundation.”

On-Screen CTA:

Download Now | Available on iOS & Android

Content Strategy

Balash El Shebsheb (University Project)

Industry: Public Awareness / Lifestyle | Role:
Brand Strategist & Content Creator

About: Balash El Shebsheb is a fictional awareness campaign created as a student project to spark conversation around everyday violence in Egyptian households. The brand uses humor, cultural references, and social media to challenge harmful norms.

Contribution:

Developed the full brand identity including name, logo, colors, and tone of voice.

Created a full brand strategy aligned with a clear social impact mission.

Wrote and designed Instagram content with bold, Gen-Z-friendly messaging and visuals.

Crafted campaign slogans, storyboards, and activation ideas for social engagement.



Balash ElShebsheb

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اتعرف علينا...

بالاش الشبشب حملة غرضها تعرف الاهالي عن طرق تربية ايجابية عشان بينوا علاقة احسن مع اولادهم و يربوا جيل مايكنش توكسيك

Content Writing

At this point, limited edition collaborations are the norm. People set alarms at ungodly hours, camp outside stores, and crash websites with the force of a thousand netizens just to get their hands on a product that, let's face it, they probably don't need but absolutely must have. And for what? A hoodie with a tiny logo, a fast-food meal with fancy packaging, or sneakers that will never actually touch pavement.

But why does this happen? What is it about the words "limited edition" that turns otherwise rational people into hype-fueled collectors? Well the culprit seems to be manufactured scarcity, where brands play puppet master, and we happily dance along.

The introduction to one of my blogs.

[More](#)

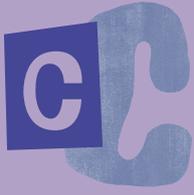
The Power of Limited-Edition Collaborations in Hype Culture

By Nour Maamoun / 17/04/2025



My personal blog, where I explore the stories behind the brands you love—where culture meets creativity. Join us as we uncover the marketing genius behind today's biggest trends.

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Let's Work Together

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