

Yassin Ayman

Senior B2B Content Architect & Copywriter

Work Experience

Independent Strategic Copywriter | 2021 – Present

- Developed comprehensive content strategies for international Tech startups.
- Wrote 500+ high-authority articles with a focus on human engagement and SEO ranking.
- Reduced bounce rates by 40% through "Chaotic Pacing" and psychological storytelling techniques.

Technical Content Editor (Contract) | 2019 – 2021

- Managed content calendars for B2B service providers.
- Performed rigorous fact-checking and data verification for financial and technical reports.

Education

- **Bachelor's Degree** – Faculty of Law, Menofia University, Egypt.
- **Advanced Certification** in Digital Copywriting.

Professional Summary

Strategic Content Architect with 5+ years of experience in creating high-stakes B2B content for Tech and SaaS industries. Expert in the "Human-First" writing protocol, designed to bypass AI-generated patterns and deliver authentic, authority-driven narratives. Specializing in technical whitepapers, research-backed articles, and conversion-focused copywriting.

Contact

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Skills & Expertise

- **Strategic Writing:** B2B Copywriting, Thought Leadership, Technical Documentation.
- **Research:** Deep Fact-Checking, Data Integration (McKinsey, Bloomberg standards).
- **SEO & Growth:** Semantic SEO, Audience Psychology, Content Distribution.
- **Integrity:** 100% Manual Content (Zero AI usage policy).