

CONTENT CREATION FROM ZERO TO HERO

key



Course Details

INSTRUCTOR: AHMED ALAA

DURATION: 25 HOURS

NO PRIOR EXPERIENCE REQUIRED

E-CERTIFICATE UPON COMPLETION

About The Instructors:

AHMED ALAA

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EMPOWERS
YOU.

www.key-edu.com



Course overview: Scratch Coding for Kids (10 Hours)

This comprehensive 25-hour program is designed to transform complete beginners into fully skilled, job-ready content creators. Through a hands-on, project-based learning experience, trainees will master every stage of the content creation cycle—from strategy and research, to writing, filming, editing, and performance analysis.

The course blends the creative and technical sides of content creation, giving learners the ability to plan impactful ideas, write engaging scripts, produce high-quality mobile videos, and edit professional short-form content. Along the way, learners will also leverage AI tools to speed up idea generation, content writing, and production workflows.

Whether you want to start a content career, upgrade your marketing skills, or manage your own brand's content efficiently, this program will guide you step-by-step from zero to a confident, creative professional—with a complete portfolio ready for clients or employers.

What you'll learn:

By the end of the course, participants will be able to:



Build strong content strategies

- Define audience personas and analyze trends
- Create content pillars and brand messaging
- Map content to the marketing funnel and platform goals



Write high-performing hooks, scripts, and captions

- Apply proven copywriting frameworks
- Use storytelling structures that boost engagement
- Write CTAs that drive clicks, saves, and conversions



Film compelling content using only a smartphone

- Shot composition, b-rolls, lighting, and sound basics
- Create shot lists and plan video sequences
- Produce visually appealing short-form content



Edit videos quickly and professionally

- Master fast editing workflows
- Add subtitles, pacing, transitions, and color adjustments
- Export optimized videos for each platform



Use AI to accelerate creativity

- ChatGPT, Gemini, Notion, CapCut, Canva
- Generate scripts, ideas, captions, and content calendars
- Speed up research, writing, editing, and optimization



Analyze performance and optimize content

- Build KPI dashboards
- Track growth and engagement
- Present insights and improvement plans



Build a professional portfolio

- Final project includes strategy, calendar, reels, captions, and case study
- Portfolio ready for hiring or freelancing opportunities

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Why You Should Attend This Course

Create Professional Content Without Expensive Equipment

You no longer need cameras, lighting, actors, or studios.

This course shows you how to produce cinematic videos, CGI, photoshoots, and ads using only AI tools—saving you thousands of pounds and weeks of work.

Turn Your Ideas Into Real Visuals in Minutes

Whether you want to create a video, a brand ad, or a viral reel, you will learn step-by-step how to transform a simple idea into a finished, polished piece of content.

Boost Your Career, Freelancing, or Business

Content creators, marketers, freelancers, and entrepreneurs can massively increase their value.

After this course, you'll be able to:

- Produce high-quality visuals
- Create ads for brands
- Offer AI content services
- Build a strong portfolio that attracts clients

Create Content That Goes Viral

Discover how to design engaging visuals, emotional storytelling, and platform-optimized formats that increase views, engagement, and conversions.

Walk Away With a Portfolio You Can Use Immediately

By the end, you'll have ready-to-show projects that can land clients, build your brand, or start a freelancing career instantly.

Course Content

- ▶ 1 Fundamentals & Mindset Content creation cycle, types of content, marketing funnel roles 3C Framework (2 Hours)
- 2 Audience & Research Personas, Jobs-to-be-Done, competitor & trend analysis Google Trends, Meta Insights (3 Hours)
- 3 Strategy & Content Pillars Core messages, channel mapping, goal alignment Notion / Sheets Templates (3 Hours)
- 4 Creative Writing & Hooks Copy frameworks, CTA psychology, storytelling formats Scripts Bank, Swipe Files (3 Hours)
- 5 Visual Storytelling (Mobile) Shot composition, lighting, sound, b-rolls, shot-list planning Smartphone + Lavalier Mic (3 Hours)
- 6 Fast Editing Workflow Short-form editing, subtitles, pacing, export settings CapCut / Final Cut (3 Hours)
- 7 Platform Playbooks Platform-specific content: Instagram, TikTok, LinkedIn, YouTube Shorts Native Analytics (4 Hours)
- 8 Analytics & Portfolio KPIs, optimization plan, case study writing, portfolio setup Sheets + Canva (4 Hours)