

# 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

Creative Director and Founder of one of the leading digital marketing and content production agencies operating in Egypt, Saudi Arabia, and the UAE.

With 8+ years of hands-on experience, he has worked with 120+ brands, producing strategic content and creative campaigns across various sectors. He helped brands expand their market share, elevate their brand positioning, and achieve measurable growth in a highly competitive market.

He built a reputation for blending storytelling + strategy + performance to create content that drives real business results.

He is certified from AUC in Digital Marketing, and throughout his career he has trained hundreds of students through more than 20 professional training programs designed by him, many of whom are now working in top agencies and companies across the region. He also developed in-house marketing teams at major organizations.

He has delivered sessions at top Universities in the region & participated in several industry events both as a speaker and as a guest.

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[www.key-edu.com](http://www.key-edu.com)

# Course overview:

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

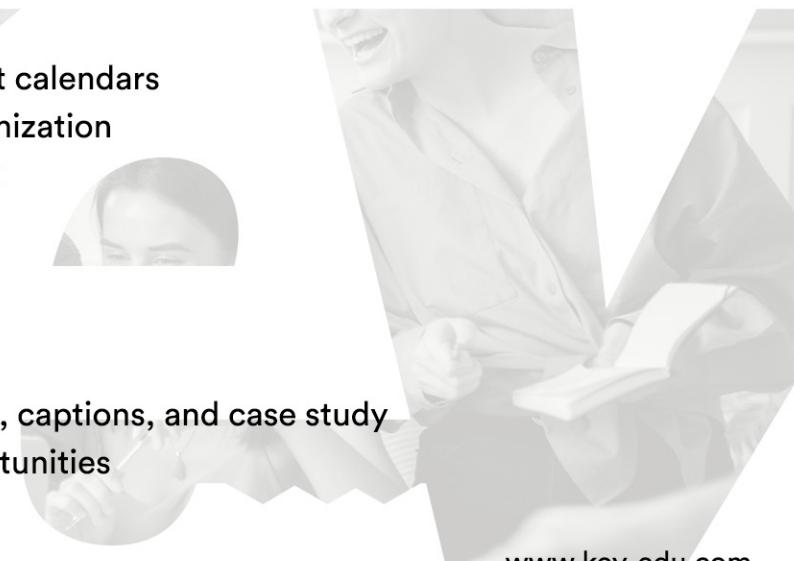
### Analyze performance and optimize content

- 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:**

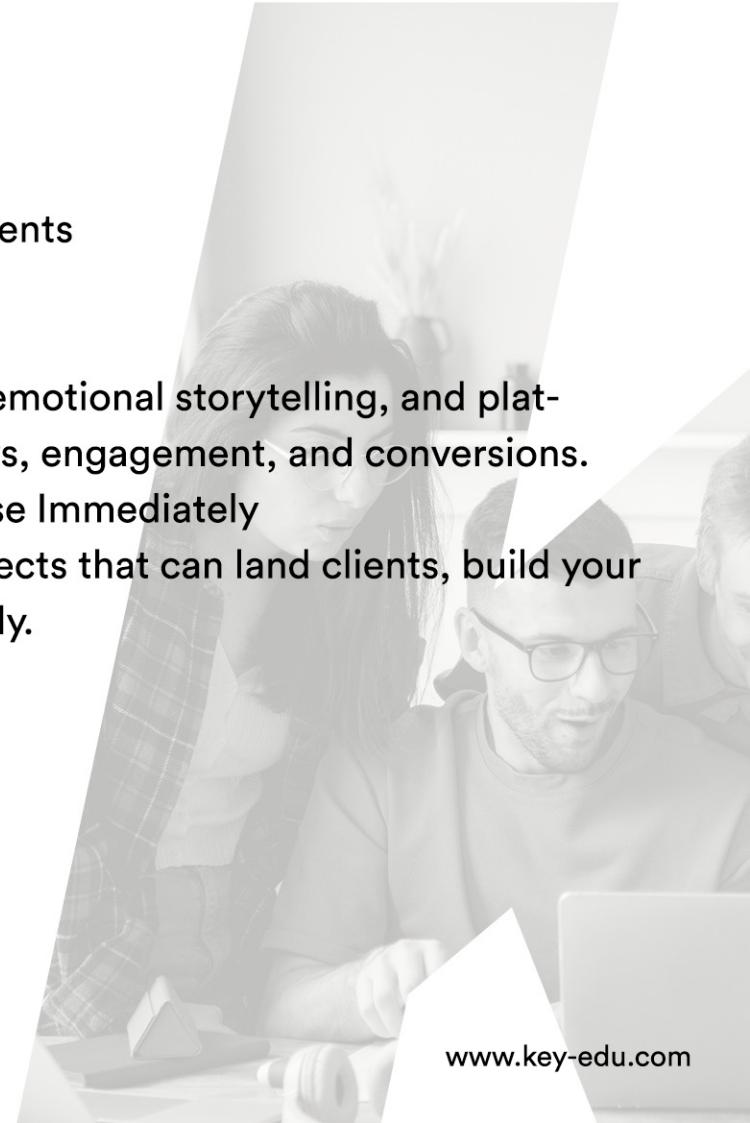
- Produce high-quality visuals
- Create ads for brands
- Offer AI content services
- Build a strong portfolio that attracts clients

## 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, story-telling 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)