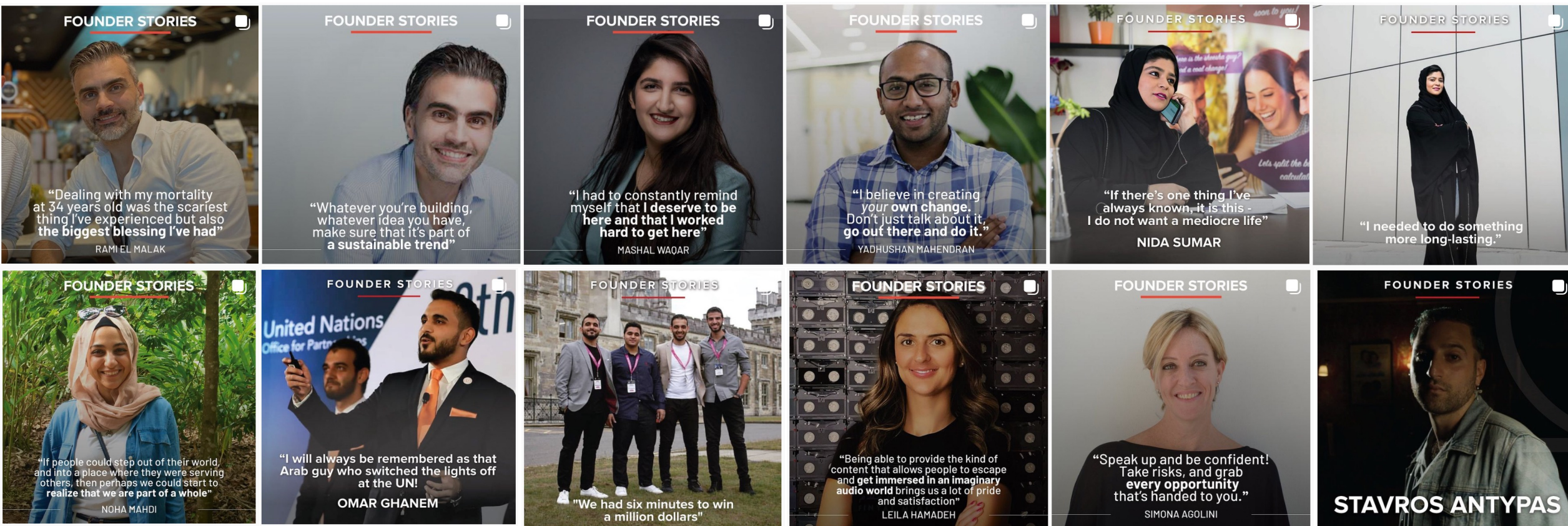


Founder Stories Campaign

Challenge: Sheraa has hundreds of founders in their alumni that no one knows about.

Solution: I showcased their stories not only as part of Sheraa, but as inspirational individuals who fought against the odds to build a company and help the community. I interviewed each founder, transcribed what they said and wrote their story in a compelling long-form method to raise awareness about them and get engagement on social media.



Infographics and tips

Challenge: Sheraa has plenty of free expert knowledge and tips to share to the community

Solution: Infographic-style and bite-sized posts on social media to deliver complicated messages in a simple way

