

About Me

Crafting Words, Connecting People.

PORTFOLIO

AYOUB AIT DAHANE

Copywriter

Here's a secret: I didn't learn how to connect with an audience in a marketing seminar. I learned it in a pottery shop, with clay under my nails. There's a huge difference between describing a mug as "ceramic" and making someone feel the warmth of their morning coffee in it. That's what I do. I find the story buried in a product and tell it in a way that makes people care.

So, whether it's a product description that actually makes you want to click "add to cart," or an email that feels like it was written by a person and not a robot, I'm here to help your words connect. Let's make something people will love.

Email copy and Product
description

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