

Salma Sabry

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PROFESSIONAL SUMMARY

UX Content Strategist with 3+ years of experience shaping product language across fintech and e-commerce. Specializes in end-to-end content strategy, bilingual UX writing (English & Egyptian Arabic), and AI content systems. Proven ability to own content infrastructure — from localization pipelines to AI knowledge bases — while collaborating cross-functionally with product, design, and engineering teams.

WORK EXPERIENCE

UX Content Strategist

January 2026 – Present

Klivvr | Cairo, Egypt

- Define and own the end-to-end content strategy across all product flows, aligning copy, tone, and information architecture with business and user goals.
- Build and maintain K.ai's (Klivvr's in-app AI assistant) knowledge base from scratch, authoring bilingual Q&A content across all product flows to ensure accurate, on-brand AI responses.
- Leading a content componentization initiative, building a reusable bilingual UX copy and guideline library covering empty, error, success, and loading states — targeting 80% coverage of core in-app strings.
- Own all product documentation shared company-wide, serving as the single source of truth for product flows, terminology, and content decisions.
- Lead content strategy for major feature launches including K.Points (Loyalty Program), K.Shop (Marketplace), and Family Credit — covering full flow copy, release notes, and App Store descriptions.
- Drive localization strategy for English and Egyptian Arabic, managing structured content keys in Phrase (integrated with Figma and dev handoff via PR).
- Collaborate cross-functionally with product designers, developers, PMs, and UX researchers to iterate on content based on user feedback and product changes.
- Champion over-the-air content updates, enabling faster copy improvements and corrections without app releases.

UX Writer

May 2023 – December 2025

Klivvr | Cairo, Egypt

- Established Klivvr's Language & Communication guidelines from scratch, setting the brand's foundational tone of voice, terminology, and style standards — later adopted company-wide.
- Wrote, edited, and proofread in-app content across multiple product areas, ensuring clarity, consistency, and alignment with brand voice.
- Owned end-to-end copy for product flows including onboarding, credit, loans, QR scanning, empty states, system messages, and user-facing communications.
- Performed content audits to identify gaps and improve readability, accuracy, and usability across the app.

English Content Writer, E-commerce

May 2022 – April 2023

Gourmet Egypt | Cairo, Egypt

- Managed written and visual content across e-commerce platforms, maintaining a cohesive tone across all channels.
- Developed and implemented SEO strategies, increasing product page visibility and customer engagement.
- Refined landing pages and created marketing content tailored to customer needs.

English Copywriter

November 2021 – April 2022

Kijamii | Cairo, Egypt

- Delivered social media campaigns for clients across the MENA region, tailoring messaging to target audiences.
- Developed creative content for digital campaigns including Jebel Sifah, RiseUp Summit, and Misk Entrepreneurship.

EDUCATION

Bachelor of Arts in Integrated Marketing Communication and History

September 2017 – June 2021

The American University in Cairo | Cairo, Egypt

- Graduated with High Honors
- Wunderman Thompson Capstone Award of Excellence — led a rebranding campaign for the Nubian Villages in Aswan that won first place

SKILLS & INTERESTS

- **Content & Strategy:** UX writing, content strategy, localization, product documentation, information architecture, AI content systems
- **Tools:** Figma, Phrase, Microsoft Office, Adobe Photoshop, Adobe InDesign, Mac OS
- **Languages:** English (native), Arabic (fluent)
- **Interests:** Localization, UX Research, Content Design, Digital Banking, Fintech