



Mohammed Shehu

**Social Media
Portfolio**

Meet Mo

Hi there! I'm a digital marketing specialist, social media director, and content marketer currently based in Johannesburg, South Africa (GMT+2). This portfolio features a few of my works for various clients over the years.

Happy browsing!



Mohammed Shehu

Creative Director & Digital Strategist

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Content, design & event
photography
Mohammed Shehu

Client
MeetupZA



MeetupZA brings locals together around selected themes each month—from brunch and coffee to sushi and pizza.

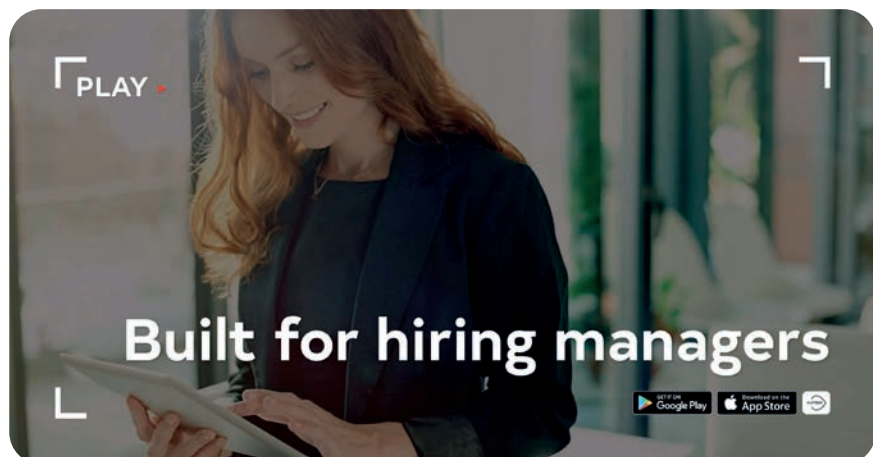
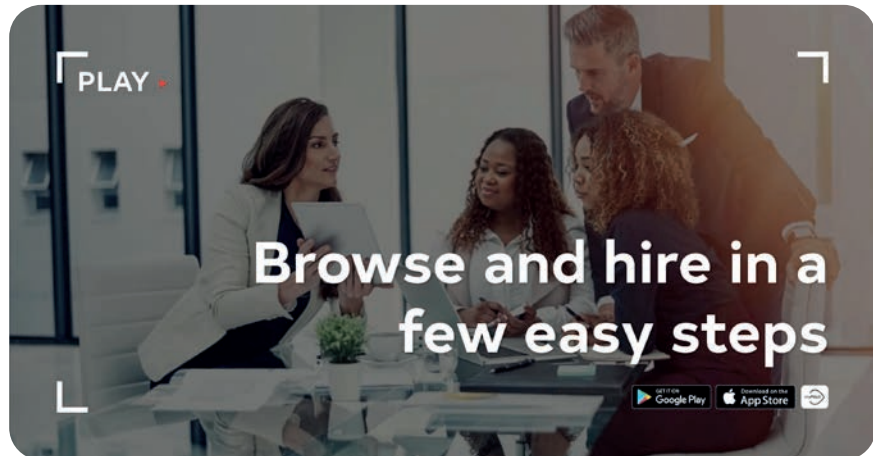
Born out of a need for socialization during the COVID-19 lockdown, MeetupZA has fostered lasting connections and continues to grow as a concept within Johannesburg.

Content & design

Mohammed Shehu

Client

myPiitch



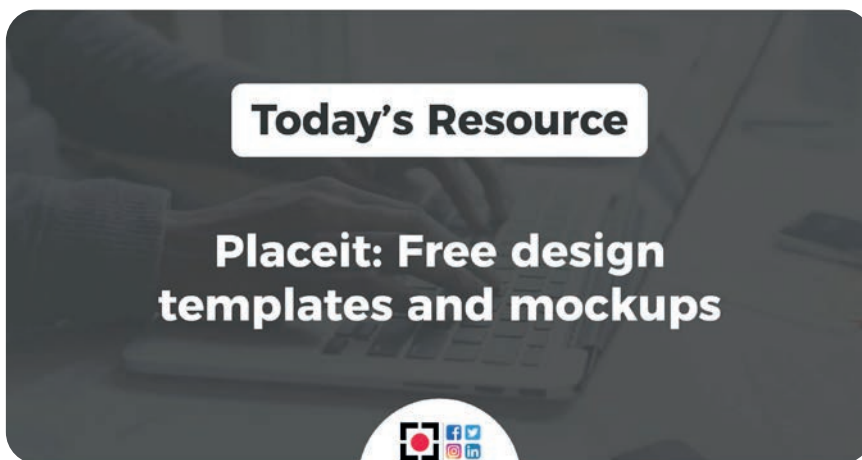
myPiitch is a video-first job platform where jobseekers can apply for vacancies through short, personalized pitches to top companies in their sectors. The brand publishes job posts, interview tips, and resources that jobseekers and hiring managers can benefit from.

My role involved content creation and media buying across Facebook and Twitter.



Content & design
Mohammed Shehu

Client
Dololo Namibia



Dololo Namibia is an entrepreneurship incubator that connects entrepreneurs in game-changing co-working spaces. With a mission to inspire the disruptors of tomorrow, Dololo publishes valuable content and useful resources each week to help startups succeed.

My role involved content creation and media buying across Facebook, Twitter, LinkedIn, and Instagram.

Achievers have clear professional, physical, financial, and relationship life goals.

#DayOne aimed to help people celebrate the first steps on their journey towards those goals.

An aspirational lifestyle concept that went beyond just banking, it reminded our customers that "one day" always begins with #DayOne.

Copy & concept

Mohammed Shehu

Art direction

Janeke Baufeldt

Client

Standard Bank Namibia





INTO
NE

JNT



Boost your SEO

Grammar & Flow

Grammar & Flow is a content writing service that works with B2B and B2C brands to create online content, write and edit internal documents, and optimize existing communications. The brand has an active presence on Facebook, Twitter, Instagram, and LinkedIn, and publishes content to its blog at grammarandflow.com. My role involves content writing, design, and ad buying across social.



**Get printed,
get published.**

Content & design
Mohammed Shehu

Client
Grammar & Flow



Editing your next book?



Standard Bank Biltongfees & Autoshow

The Biltongfees ("biltong festival") is an Afrikaans-themed event held annually in Windhoek, Namibia, with an attendance 15,000 strong and counting. I conceptualized social media posts to highlight each major aspect of the festival - the biltong (beef jerky), livestock auctions, and motor show. I used "hero" images of each element to sell the concept, with strong post captions to drive the message home.



Concept & design
Mohammed Shehu

Art direction
Niane Burger

Copy
Carl Gough

Client
Nederduitse Hervormde Kerk



Hangman Game

PayPulse is a payment app by **Standard Bank Namibia** that provides a seamless, convenient way of making cashless transactions. As part of the marketing rollout, I conceptualized an interactive way of highlighting new merchant partners (a taco restaurant in this example) on social media using the classic *Hangman* game.

Concept & copy

Mohammed Shehu

Art direction

Janeke Baufeldt

Design

Kakangwa Ipinge

Client

PayPulse



Brought to you by  Standard Bank

PULSE

N_SH



Pampers

Pampers was rolling out its "Pure" range of products for gentler skin protection. I wrote copy, handled the publishing schedule, and ran ads across social media reaching more than two million South Africans.



Copy

Mohammed Shehu

Client

Pampers



Always

To commemorate the launch of its Cotton Soft pads and #SitImproper campaign, **Always** needed a team to handle influencer marketing for its #StayHomeStayFit live dance campaign, which I coordinated. My role involved content writing, influencer management, and media buying.



Copy
Mohammed Shehu

Client
Always

**Thank you for
reading.**

Learn more at
mohammedshehu.com.

