

M. TAMER **MOUSSA**

DIGITAL MARKETING
& COMMUNICATIONS
PORTFOLIO 2026



HOLA, I'M MOUSSA

Multimedia Producer

Creative Art Director

Communications Strategist

Team/Project Leader



Digital Marketing &
Communications specialist

6 years experience

Across NGOs, startups, and international clients in Europe and MENA. Combining campaign strategy, paid social, content systems, and multimedia production to grow audiences and translate complex topics into clear digital communication.

English

Arabic

German

Spanish (A2)

**REALLY
FAST**

**FINDS
SOLUTIONS**

**ALWAYS
LEARNING**

CARITAS Zürich

Leading digital marketing and communications across Caritas Zürich, producing brand strategy, campaigns and multimedia content in one clear, consistent voice. The role includes directing films and photoshoots, shaping promotional materials for various anniversaries and flagship projects, and coordinating national initiatives such as Eine Million Sterne across digital, campaign and event communications.

Zürich

German

NGO



+60%
Engagement

+95%
Follow conversion

+200%
Link Clicks

2024 - 2025



KLEIDUNG MIT GESCHICHTE. MENSCHEN MIT ZUKUNFT.

Secondhand Day | 08. Nov. 2025

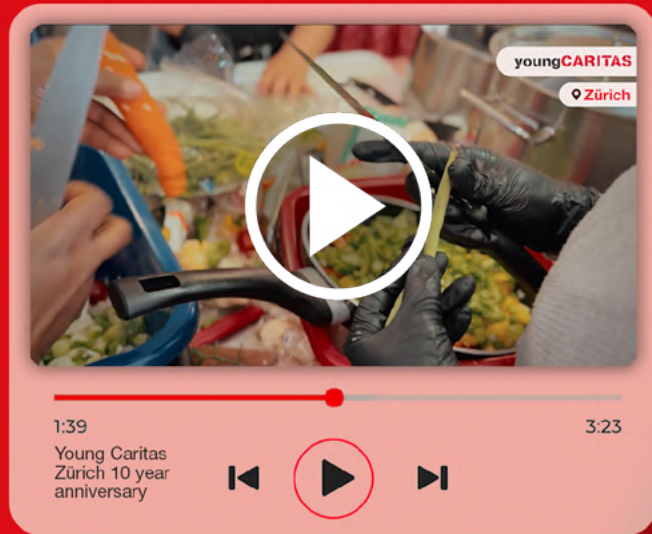


Armut trifft mitten ins Leben.

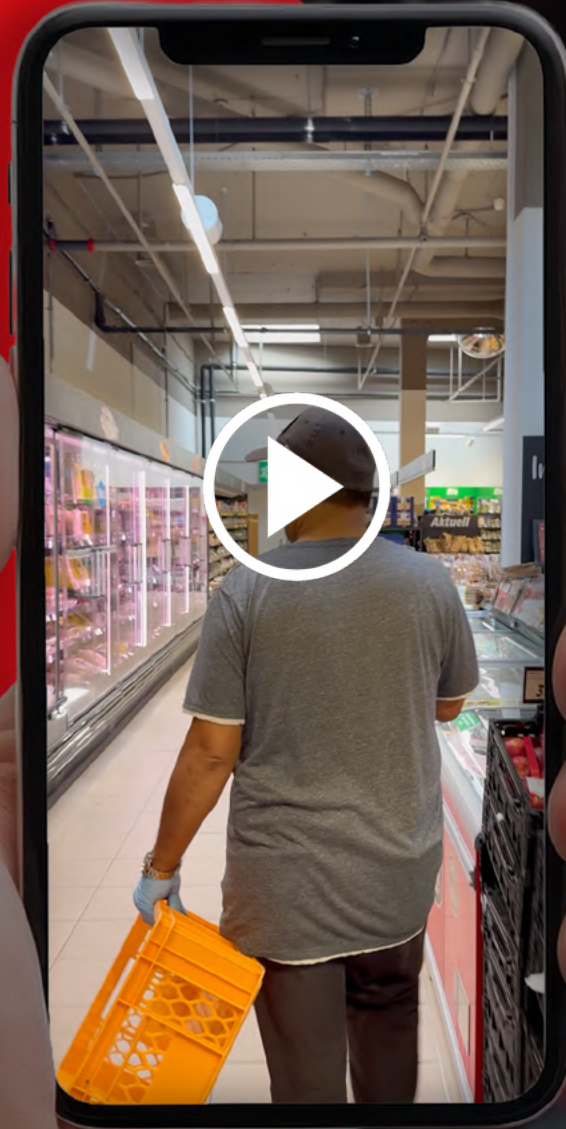
210 000 Menschen sind im Kanton Zürich von Armut gefährdet. Hinter jeder Zahl steht ein Mensch mit Sorgen.

Swipe →



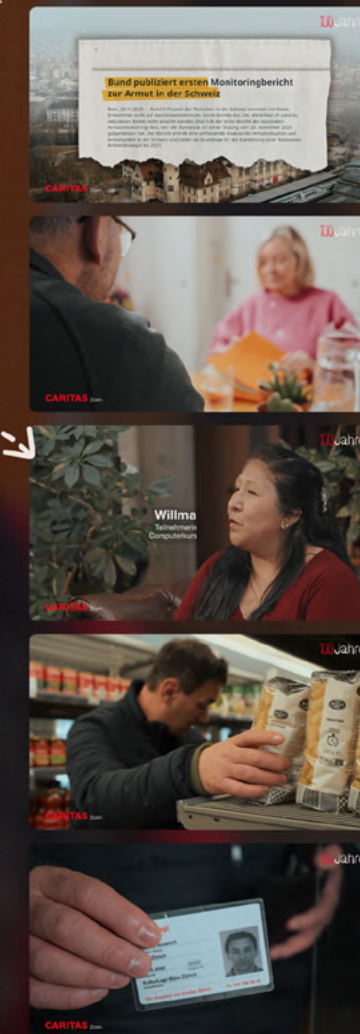


Project Films & Videos



100 YEARS ANNIVERSARY FILM:

Conceptualising, scripting, filming, directing, and producing a 5-minute film to celebrate our 100th anniversary. The film's narrative traces our journey from inception to today, while showcasing our offers, the people behind them, and the human stories of those who benefit from them.



100 Years Anniversary Film



KULTURLEGI JUBILAUMSFEST

PROGRAI

20.00 UHR | MOODS

BIG ZIS & THE BIG HUG EXPERIENCE

22.00 UHR | MOODS

ŠUMA ČOVJEK

23.30 UHR | MOODS

PARTY MIT DJ MS HYDE

13 30 JAHRE KULTURLEGI JUNI ZÜRICH

15.00 UHR

LAURENT & MAX MOREEATS • ESSEN • BAR • ATTRAKTIONEN

19.30 UHR

BIG ZIS & BIG HUG EXPERIENCE • ŠUMA ČOVJEK • ANSCHLIESSEND PARTY MIT DJ MS HYDE

MOODS / SCHIFFBAUPLATZ 8005 ZÜRICH

DREI JAHRZEHNTE ENGAGEMENT FÜR SOZIALE TEILHABE

CARITAS zürich

moods

SCHAUSPIELHAUS ZÜRICH

KulturLegi Kanton Zürich

KulturLegi Kanton Zürich 1. Juli 2026 Newsletter online lesen



Angebote Hofkino im Landesmuseum



Noch bis zum 5. Juli 2026 wird der Innenhof des Landesmuseums jeweils ab 17 Uhr zu einem lauschigen Sommergarten mitten in der Stadt. Abends erwartet das Publikum ein sorgfältig kuratiertes Filmprogramm unter freiem Himmel. Ob spontaner Feierabend oder romantischer Filmabend – das Hofkino verbindet kulinarischen Genuss mit Kino-Erlebnis. Mit der KulturLegi gibt es 50% Rabatt auf Open-Air-Kino-Tickets.

Angebote Zürcher Sommerabende



Von entspannten Sommerabenden mit Musik und Drinks bis zu Filmnächten unter dem Sternenhimmel: Zürichs Sommerprogramm ist so vielfältig wie die Stadt selbst. Entdecke die schönsten Platzfeste, Open-Airs und Festivals der Saison. Oft kostenlos

Monthly Newsletter

ARMUT GEFÄHRDET DIE EXISTENZ

Meta Ads Kampagne Report 2024



CARITAS zürich

M. Mousa

Project Decks

Der Plan

Wann? Was? Warum?

Zielgruppe: Canton Zürich, 26-66 Jahre alt. Interessen: Community issues, Nonprofit organization, Social movement, Volunteering, Charity and causes, Solidarity, Family, Refugees, Politics, Social policy, Politics and social issues, Human rights, Nonprofit organization, Activism, Volunteering, Community and Social Services, Charitable Organization, Charitable trust, Voluntary Sector, Human rights Activists.

In der Budgetplanung von TheGuys, wir haben zusammen entwickelt für 5000 CHF an die Gesamte Budget für die Social Media Online Kampagne. Karin und Momo haben beschlossen, dass 3000 CHF für unsere speziellen Ziele ausreichen sollten. Als unsere erste echte und vollständige Meta Ads Kampagne sollte dies ein Beweis sein und als Grundlage für zukünftige Kampagnen dienen. Wir wollen bei der verschiedenen Vielfalt im Allgemeinen, aber auch im Zusammenhang mit verschiedenen Call-to-Action (Sensibilisierung und Spending) testen.

PHASE I	PHASE II
23. Okt. - 07. Nov. Das Ziel ist allgemein Sensibilisierung im Kanton in Zürich. Max. 1000 CHF Budget Benutzt: 1016 CHF	18. Nov. - 30. Nov. Spenden von Personen zu sammeln, die wahrscheinlich spenden werden, und von Personen aus der ersten Phase Max. 2000 CHF Budget Benutzt: 1725 CHF

Werbematerial

Eigene Produktion | Posts



CARITAS zürich

EVENTS & COMMUNICATION MATERIALS:

A selection of communication materials developed to make campaigns, information and events clear, engaging and recognisable across every touchpoint, from digital channels to physical spaces.





100 YEARS CAMPAIGN: The concept was to showcase the variety of our offerings to people in need, grouping them into „relief“ „resources: and “awarness“, each grouping represented abstractly around our 100 years for 2026 and around our C-logo for 2027.

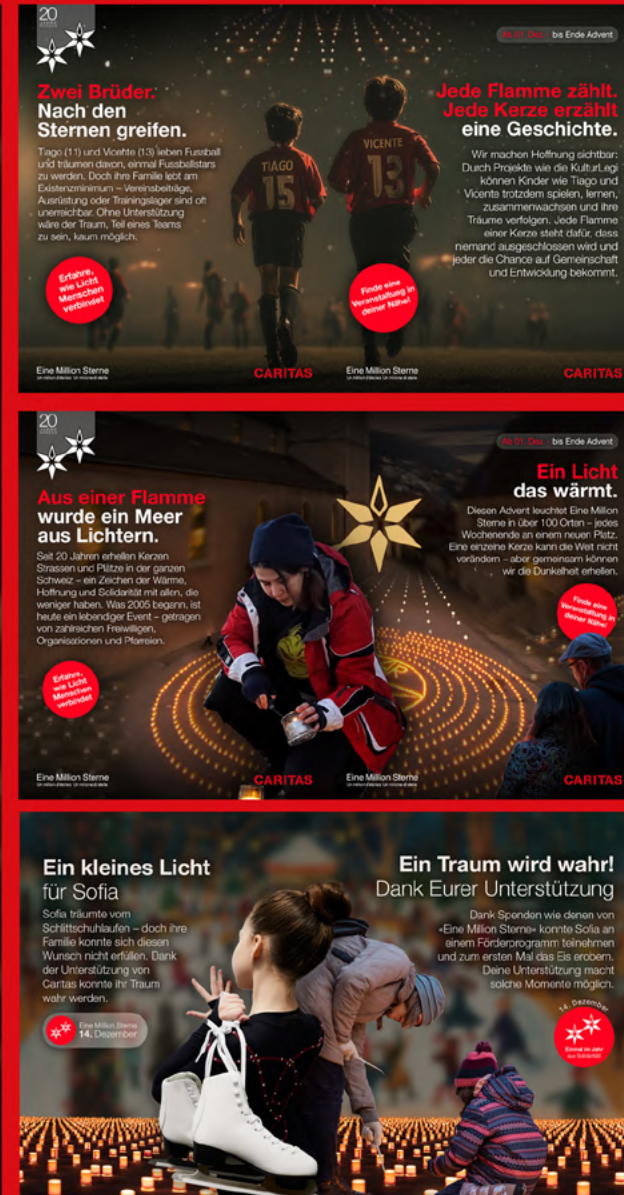
2027
Preview



Eine Million Sterne

Un million d'étoiles Un milione di stelle

Social Media Content



Event Assets / Landing Page UX/UI





GAMERS FIRST GAMERS FOREVER

Shaping Banger's visual identity and content ecosystem during its growth and fundraising phase. Developed brand, product and investor communications across web, social, pitch decks and video—translating a complex Web3 gaming proposition into clear, engaging content for a global community.

Web3/Crypto

Start-Up

Madrid (Remote)

PHASE 1.0



The revolution is here_

#PLAY2EARN



>>> CHOOSE YOUR GAME_



PLAY TO EARN GAMES IN THE SPOTLIGHT FOR 2022





industry bites #030



TOP PLAY-TO-EARN GAMES UNDER THE SPOTLIGHT IN 2022

industry bites #021



HOW DOES META AFFECT THE METAVERSE?

PHASE 2.0



banger



BANGER TALKS PRESENTS EXPLAINED: BANGER



CO-HOST
NICO GONZALEZ
BANGER CO-FOUNDER | CPO

ON TWITTER SPACES

TODAY 20/04
21CET
19GMT
15EST

ARTICLE #36

BITES BANGER COIN: ONE COIN TO RULE THEM ALL



INDUSTRY NEWS: BANG'S BIRTHDAY, NFT MARKETPLACES AND MORE



1. BAYC

Bayle's birthday is here! Celebrate the 20th anniversary of the Bored Ape Yacht Club with a special event on the Banger platform. Join us for a special event on the Banger platform. Join us for a special event on the Banger platform.

2. AKUUREAMS

The artist duo 11 LIVES has announced a new NFT collection on the Banger platform. Join us for a special event on the Banger platform. Join us for a special event on the Banger platform.

3. THE OTHERSIDE

The artist duo 11 LIVES has announced a new NFT collection on the Banger platform. Join us for a special event on the Banger platform. Join us for a special event on the Banger platform.

4. COINBASE NFT

The artist duo 11 LIVES has announced a new NFT collection on the Banger platform. Join us for a special event on the Banger platform. Join us for a special event on the Banger platform.

5. TWITTER

The artist duo 11 LIVES has announced a new NFT collection on the Banger platform. Join us for a special event on the Banger platform. Join us for a special event on the Banger platform.

6. LIKE + SHARE

HEY, BANGERS, WHAT INDUSTRY NEWS WERE YOU MOST EXCITED ABOUT THIS WEEK? LET US KNOW IN THE COMMENTS!

[@BANGERGAMESGG](#)
[@BANGER_GAMES](#)
[@BANGER-GAMES](#)
[@BANGER_GAMES](#)
[@BANGER](#)
[BANGER.MEDIUM.COM](#)

24K+ STRONG



INDUSTRY BITES #037



ALL GAMERS ABOARD. THE NEW GENERATION OF PLAY&EARN HAS ARRIVED!

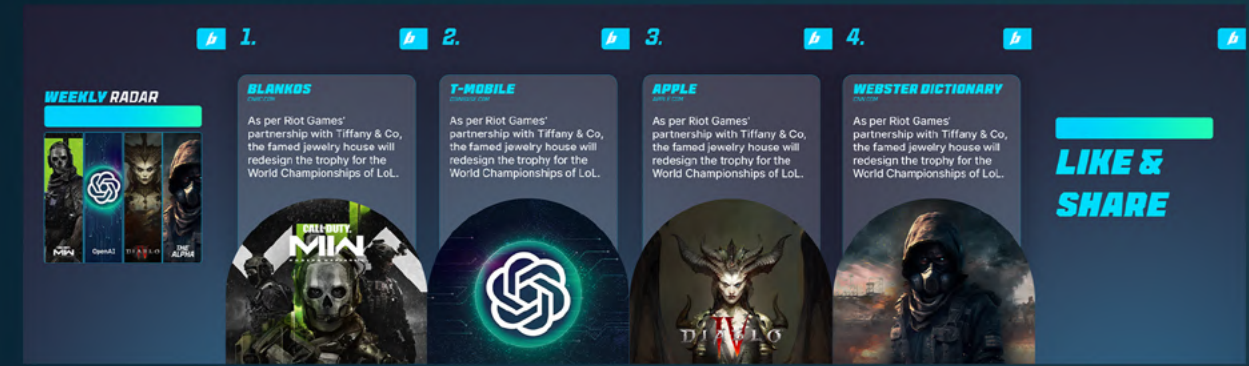
PHASE 3.0



GAMERS FIRST GAMERS FOREVER



WEEKLY RADAR



1. BLANKOS

As per Riot Games' partnership with Tiffany & Co, the famed jewelry house will redesign the trophy for the World Championships of LoL.

2. T-MOBILE

As per Riot Games' partnership with Tiffany & Co, the famed jewelry house will redesign the trophy for the World Championships of LoL.

3. APPLE

As per Riot Games' partnership with Tiffany & Co, the famed jewelry house will redesign the trophy for the World Championships of LoL.

4. WEBSTER DICTIONARY

As per Riot Games' partnership with Tiffany & Co, the famed jewelry house will redesign the trophy for the World Championships of LoL.

LIKE & SHARE

AMA THE BANGER ALPHA



@NICOWAKESUP
BANGER CO-FOUNDER | CPO

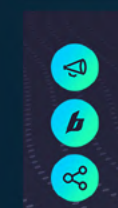
ON DISCORD WEDNESDAY 11/01 19:00CET

COMMUNITY SCHEDULE

MARCH WEEK THREE

DISCORD.CO/BANGER

TUE 14TH	GEO GUESSR	16:00 CET
FRI 17TH	LAND-10	19:00 CET
SUN 12TH	CRAB GAME	18:00 CET

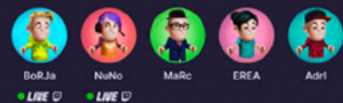


GAMERS FIRST GAMERS FOREVER



UI-UX

FRIENDS IN BANG UP



1ST

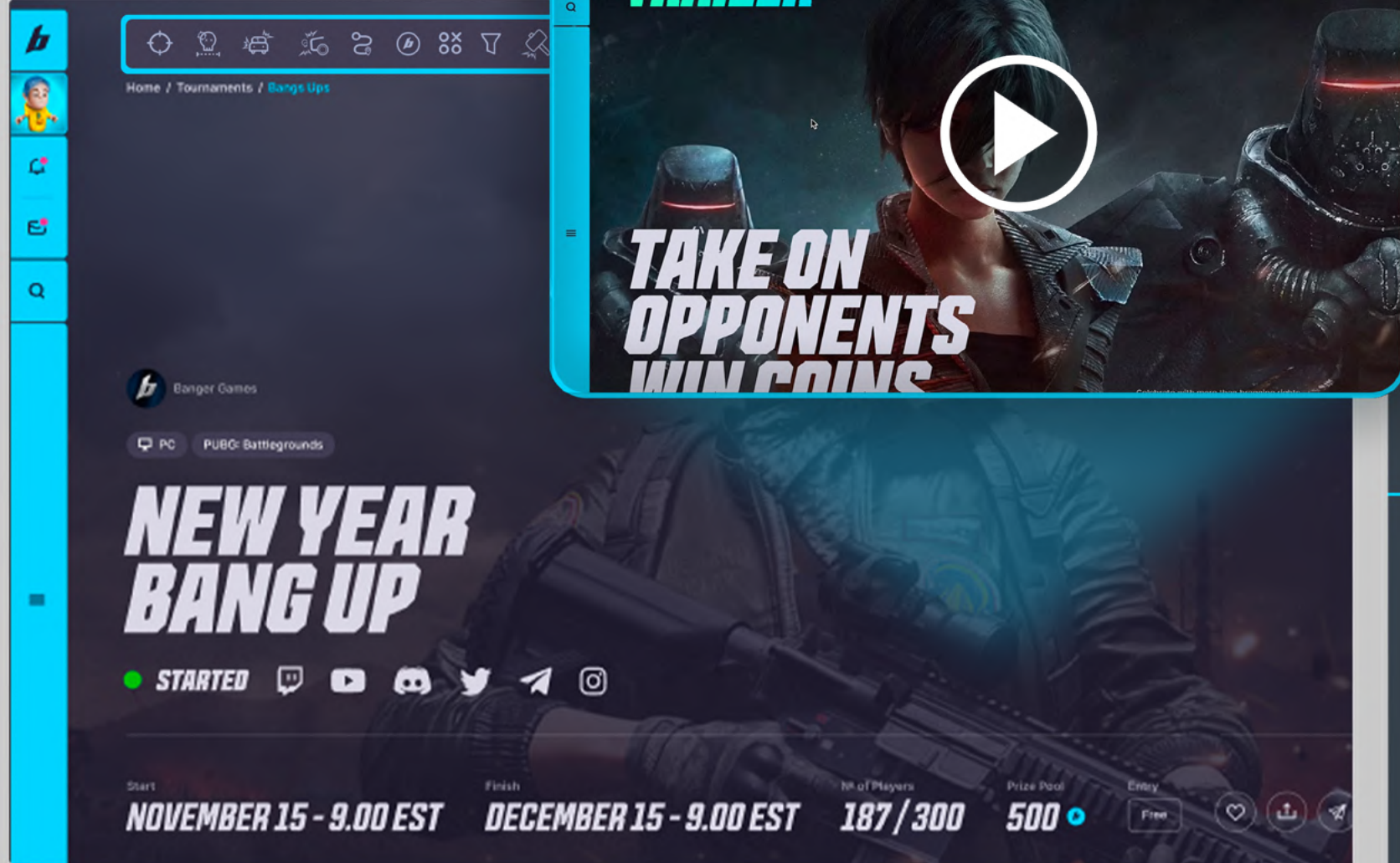


NICO GO

100

LIVESTATS

Rank	Player	Score
1ST	NICO GO	227
2ND	ADRI	227
3RD	ADRI	227
4TH	ADRI	227
5TH	ADRI	227
6TH	ADRI	227
7TH	ADRI	227
8TH	ADRI	227



THE PROCESS_

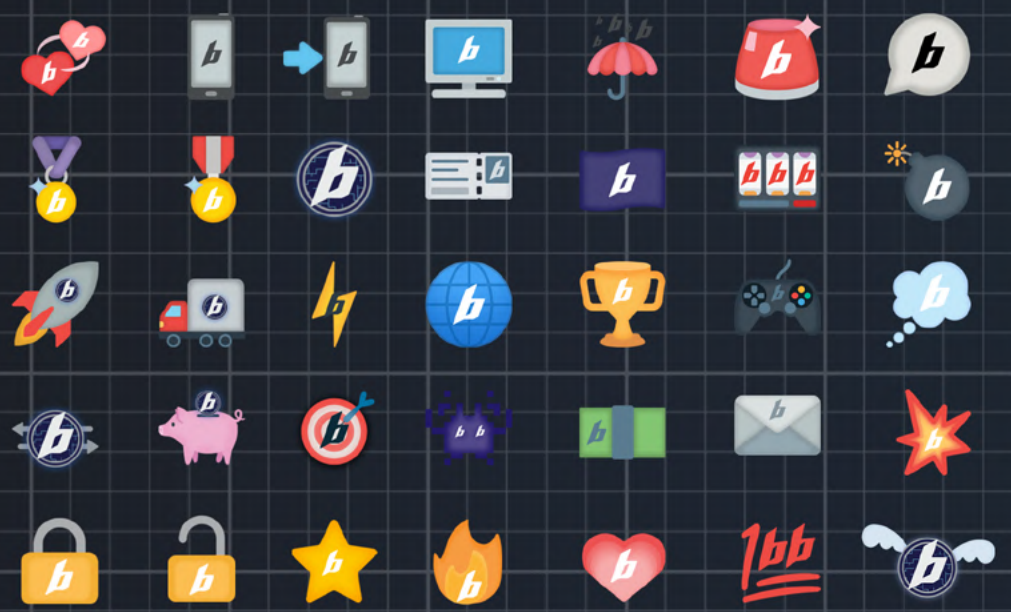


**THE
BANGER
COIN**





**BANGER
GAMERS
MERCH+
EMOJIS**



PROMOS // TRAILERS // REELS

**ALPHA WEEKEND
SPECIAL**



**LAST CALL
GAMERS!**

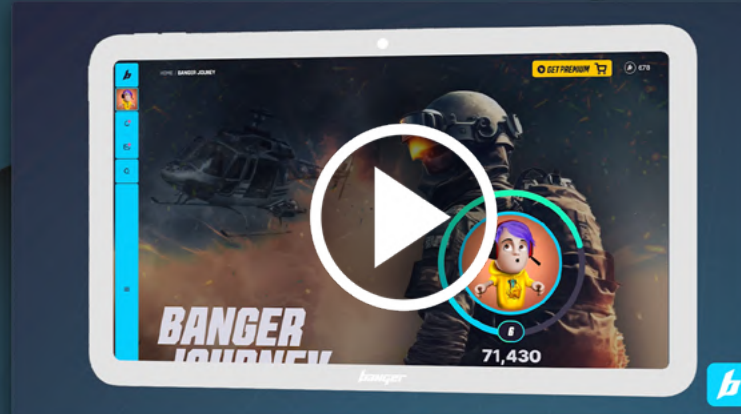




TABLE FINDER

#ع_التراييزه

Leading design and communications team, taking the brand from early concept to market launch across Egypt and the UAE. Built the visual identity, product-facing design and campaign content for a restaurant-tech platform—spanning landing pages, app interfaces, investor materials, social campaigns and partner communications.

Leading Team of 3

Start-Up

Remote

B2B

Arabic / English



TABLE
FINDER

CLOUD BEIGE
#faebdc

SUNSET RED
#fd644f

STONE GREY
#517172

SUNRISE ORANGE
#f28e27

Primary Font

Exo 2
Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fermentum tellus nunc, et porttitor sapien malesuada in. Nunc nisi ex, vulputate nec enim dictum, gravida suscipit nibh. Vestibulum ac sapien ante. Duis rhoncus mauris eros, id auctor ipsum molestie sollicitudin. Aliquam erat volutpat.

Branding

Sample
Sample
Sample
Sample
Sample
Sample
Sample

Primary Arabic Font

Baloo Bhaijaan 2

Medium

عينة
عينة
عينة
عينة
عينة

لكن لا بد أن أوضح لك أن كل هذه الأفكار المغلوطة حول استنكار النشوة وتمجيد الألم نشأت بالفعل، وسأعرض لك التفاصيل لتكتشف حقيقة وأساس تلك السعادة البشرية، فلا أحد يرفض أو يكره أو يتجنب الشعور بالسعادة، ولكن بفضل هؤلاء الأشخاص الذين لا يدركون بأن السعادة لا بد أن نستشعرها بصورة أكثر عقلانية ومنطقية لمرآة.

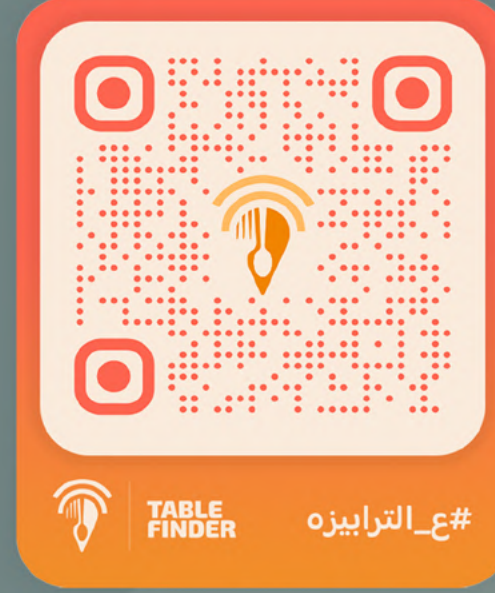


TABLE
FINDER

#ع_الترابيزه



Stationary +



رمضان من غير طوابير

حجزك في جيبك وطلبك #ع_الترابيزة

- Reservations
- TakeAway
- Drive-Thru

سحور الشركة أسهل معنا!

تواصل معنا

حصل البايكيشن دلوكني

ايه أهم طبق لازم يكون #ع_الترابيزة أول يوم رمضان؟

تعبت من الانتظار؟

احجز و شوف المينيو و اطلب و كمان ادفع و كله بـسكان #ع_الترابيزة

https://www.tablefinder.online

01 SCAN - 02 ORDER - 03 ENJOY

Streamline your dinning operations with a single system powered by QR Code Technology.

Reserve Now!

Dining with Convenience

From managing waiting lines and showcasing menus to enabling preordering and hassle-free payments, our packages are designed to simplify your operations and elevate your guests' dining experience!

Centralized Reservation Management

Manage all your table reservations in one convenient place. Say goodbye to outdated booking systems and spreadsheets - our app keeps everything organized and easily accessible.

Online Presence

Boost your online visibility with a dedicated profile on our app. Showcase your restaurant's unique offerings, menu, special events, Payment Gateway, attracting more customers and increasing your reach.

Experience Dining Bliss in Egypt, UAE, and KSA!

Discover the new convenience of dining and join dozens of dining experiences across Egypt, UAE and KSA.

GET A QUOTE

سهله #ع_الترابيزة!

12 Restaurants

1M Users

\$6.5K Collection

\$100K Profit

Table Finder App 101

Discover our App in a simple way

دخول سهل و سريع

ال QR Codes ال بتوصل طول مع الويب سبت، أو العروض، أو أي محتوى تحب، و كمان ممكن تجدده في أي وقت و بكل سهولة.

متنوع الاستخدام

ال QR Codes بتساعد الشركات تجمع بيانات قيمة عن تفضيلات العملاء وأداء المنتجات وحاجات تالية كثير هتساعدك تعدل في منو مطعمك و تحسن الخدمة لمزاج عملائك.

جمع البيانات

يمكن مثلاً تجدد المينيو و من غير ما تجدد الكود و أسبق خالص موضوع طباعة المينيو مع كل تغيير.

سهلها عليك و علي عملائك و حطها #ع_الترابيزة

www.tablefinder.online

2.5K iOS Downloads

www.tablefinder.online

OUR APP IS LIVE!

TRY IT NOW

IMPORTANT PUBLIC ANNOUNCEMENT

Swipe

TRY IT NOW!

RESERVATIONS. DRIVE-THRU. TAKEAWAY.

All in one App.

Takeaway Drive-Thru Reservations

Link in Bio



Sea Flask

SeaFlask is a Swiss startup committed to reducing single-use plastic through beautifully designed reusable bottles. A cohesive brand identity was created from the ground up, shaping how the company presents itself across investor materials, marketing, and digital touchpoints while establishing a strong foundation for growth.

Start-Up Freelance

Sea Flask Logo:



Color Set:

Deep Blue
#1a374d

Air Blue
#b1d0e0

Aqua Blue
#406882

Lagoon Blue
#6998ab

Primary
Color Set

Secondary
Color Set

Typography Choices:

TITLES.

Montserrat Family for titles and body text.

Logo

Comfortaa only for logo type.

The fonts were selected carefully to be modern sans serif fonts to accurately represent Sea Flask's young and exclusively digital presence, with a softer element to relate to a millennial audience.

Logo Philosophy:



1. Whale tail silhouette in motion, representing Sea Flask's Oceanic theme on a macro scale.
2. Coral pattern emerges to enhance the oceanic motif on a micro-scale.
3. Overlayed to create a powerful logo on micro and macro scales. The heavy graphic and light type elements balance in harmony.



Marketing Content:



PARTNER CHARITIES

We've selected a handful of charities focused marine life conservation and habitat restorati of all our profits, will be donated to one of the

1. Coral Gardens

2. The Dolphin Project

3. Save The Reef

4. The Ocean Cleanup

INDEX

Our Mission

Market Issues

Core Values

Collection

Ordering

Partner Charities

ORDERING

CHOOSE BOTTLE SIZE

See previous page for reference.

- 350ml

- 500ml

- 750ml

- 1000ml

CHOOSE BOTTLE COLOR

See previous page for reference.

- Coal Black

- Sand Pink

- Foam White

- Coral Purple

- Aqua Blue

- Nemo Orange

ADD YOUR LOGO

Files must be SVG or AI.

- Laser Engraved

- Silk Printed

- Six Printed

ORDERING

CHOOSE QUANTITY

Minimum 25 bottles for custom logo.

- 50 Bottles : 5% off

- 100 Bottles : 10% off

- 250 Bottles : 15% off

- 500 Bottles : 20% off

- 1000 Bottles : 25% off

CHOOSE CHARITY

10% of our profits go to charity.

Pick one of our 9 selected charities to get 10% of your bottles profits.

ORDER ON THE WAY!

Log back and we'll deliver to you

ONE BOTTLE AT A TIME.

Conservation:

Our aim is to limit clean up the w by providing a durable and susta tive to one use plastic bottles.



Developed their branding guidelines, designed store signs and bags, and provided interior design consultation to ensure a cohesive and inviting shopping experience.

Arabic

Egypt

Freelance

Logos:



LAILA
ELEGANTLY MODEST



LAILA
ELEGANTLY MODEST

Typography:

Primary Font

SELARIS

Secondary Font

Acumin

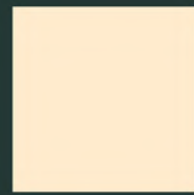
Colors:



#233835



#63624e



#ffebcd





inovasys

Inovasys is a leading IT and cloud services provider in the Middle East. Produced video content for internal communications and client-facing initiatives, translating complex technology and services into clear, engaging visual stories.

Freelance

B2B

On three
continents



No.
experts
+ 100

No.
projects
+ 700



No.
Partners

+ 10



think Big

No.
clients
+ 300



No.
services
+ 10



CLICK TO
DISCOVER OUR
**SERVICES &
MORE.**

inovasys



digital
transformation

2014
Est.

2016
Startup

2018
New HQ

2019
Added
services

automated systems



On three
continents



No.
experts
+ 100

No.
projects
+ 700





Digital Planets
Secure Your Business

Led a comprehensive brand refresh while creating marketing collateral, social media content, investor-facing presentations, and event assets, supporting the company across international trade shows and strengthening its regional brand presence.

Remote

English / Arabic

Leading Team of 3



كايرو

لكن لا بد أن أوضح لك أن كل هذه الأفكار المغلوطة حول استنكار النشوة وتمجيد الألم نشأت بالفعل، وسأعرض لك التفاصيل لتكتشف حقيقة وأساس تلك السعادة البشرية، فلا أحد يرفض أو يكبره أو يتجنب الشعور بالسعادة، ولكن بفضل هؤلاء الأشخاص الذين لا يدركون بأن السعادة لا بد أن نستشعرها بصورة أكثر عقلانية ومنطقية فيعرضهم هذا لمواجهة

Navy	Blue	Cyan	Ice	Stone
CMYK: 89-87-46-54 RGB: 30-30-59 HEX: #053b5d	CMYK: 87-53-2-0 RGB: 18-113-182 HEX: #1171b6	CMYK: 70-20-0-0 RGB: 54-163-219 HEX: #35a3db	CMYK: 5-4-4-0 RGB: 238-238-238 HEX: #eeeeee	CMYK: 5 RGB: 238 HEX: #acc0cb

BARLOW SEMI CONDENSED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fermentum tellus nunc, et porttitor sapien malesuada in. Nunc nisi ex, vulputate nec enim dictum, gravida suscipit nibh. Vestibulum ac sapien ante. Duis rhoncus mauris eros, id auctor ipsum molestie sollicitudin. Aliquam erat volutpat.

Sample
Sample
Sample
Sample
Sample
Sample
Sample
Sample



YOUR PARTNER FOR DIGITAL TRANSFORMATION.

EGYPT | UAE | UK | KSA

SERVICES



EXCLUSIVE OFFERS



ACHIEVEMENTS



MEGA PROJECTS



KEY CLIENTS



MEGA PROJECTS



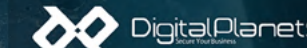
دربتنا بالانس، تتعاون مع شركاء سعوديين لتأمين وسيلة نقل إلكترونية في مشروع النقل بالرياض، حيث توفر حلول أمن المعلومات الحديثة لتحقيق أمان رقمي متقدم لقطار المتوريل.

خط 7+ محطة 85 كم + 176

www.digital-planets.net



شراكة PARTNERSHIP



IZOIN
ADVANCED EXPERTS

RIYADH, KSA

05 March 2024

www.digital-planets.net



SAVE THE DATE احفظوا التاريخ

نشوفكم في
LEAP RIYADH
قريباً جداً!

4-7
MARCH



LEAP
الرياض، السعودية

www.digital-planets.net



www.digital-planets.net



المشاريع الضخمة

الشرطة والمرور



ربط أكثر من 3000 مكتب
مرور في جميع أنحاء مصر.

Police & Security

www.digital-planets.net



الهدف من الشراكة هو
مساعدة الشركات
والمؤسسات على تحقيق
المستويات المثلى من الأمان
مع الحفاظ على نموها
وتقدمها.

05 March 2024

www.digital-planets.net



DP Technology

Created the brand guidelines and visual identity during the company's launch, establishing a modern, cohesive aesthetic that laid the foundation for its marketing and communications.

Remote

Freelance

Arabic / English

TYPOGRAPHY

PRIMARY FONT

ROBOTO

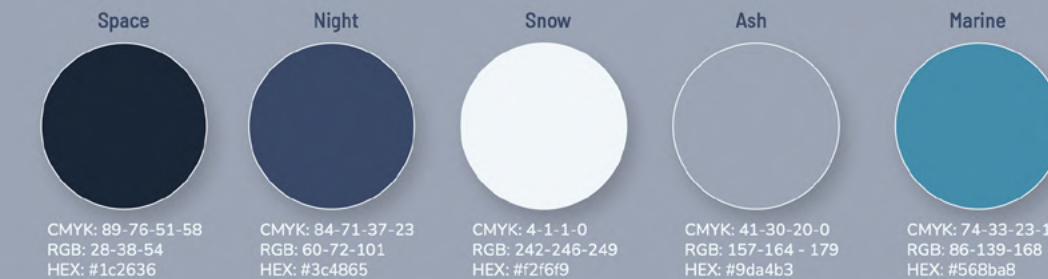
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fermentum tellus nunc, et porttitor sapien malesuada in. Nunc nisi ex, vulputate nec enim dictum, gravida suscipit nibh. Vestibulum ac sapien ante. Duis rhoncus mauris eros, id auctor ipsum molestie sollicitudin. Aliquam erat volutpat.

LOGO

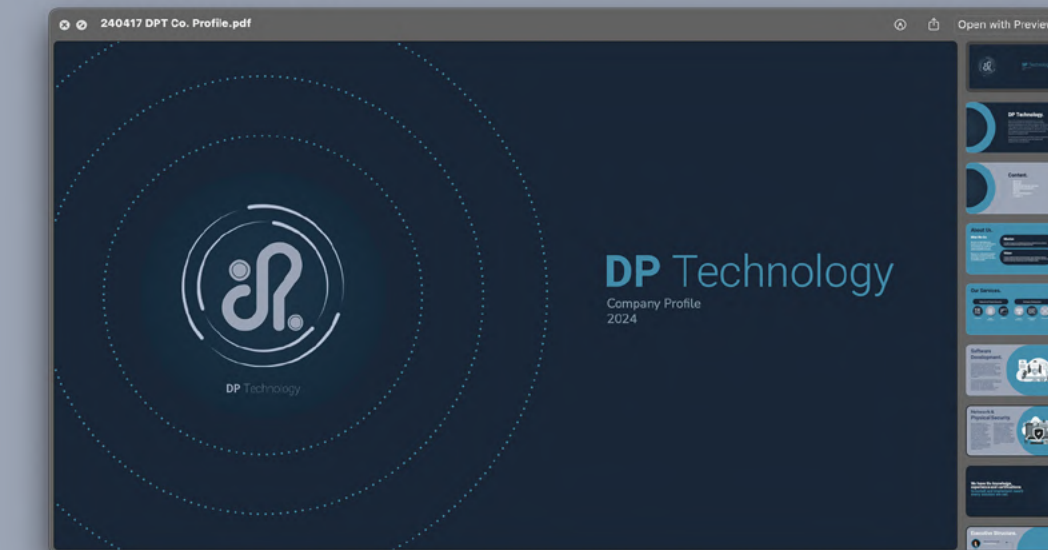
Sample
Sample
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Sample
Sample



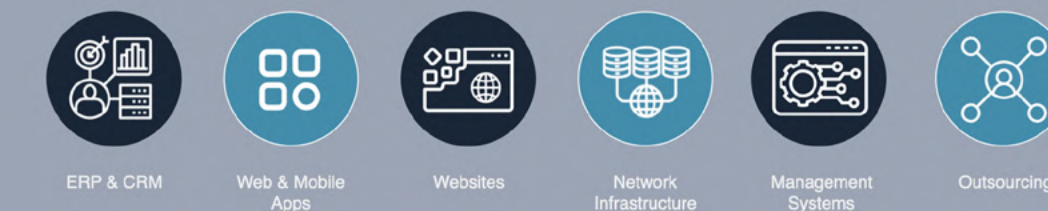
COLORS



DECKS + DOCS



ICONS





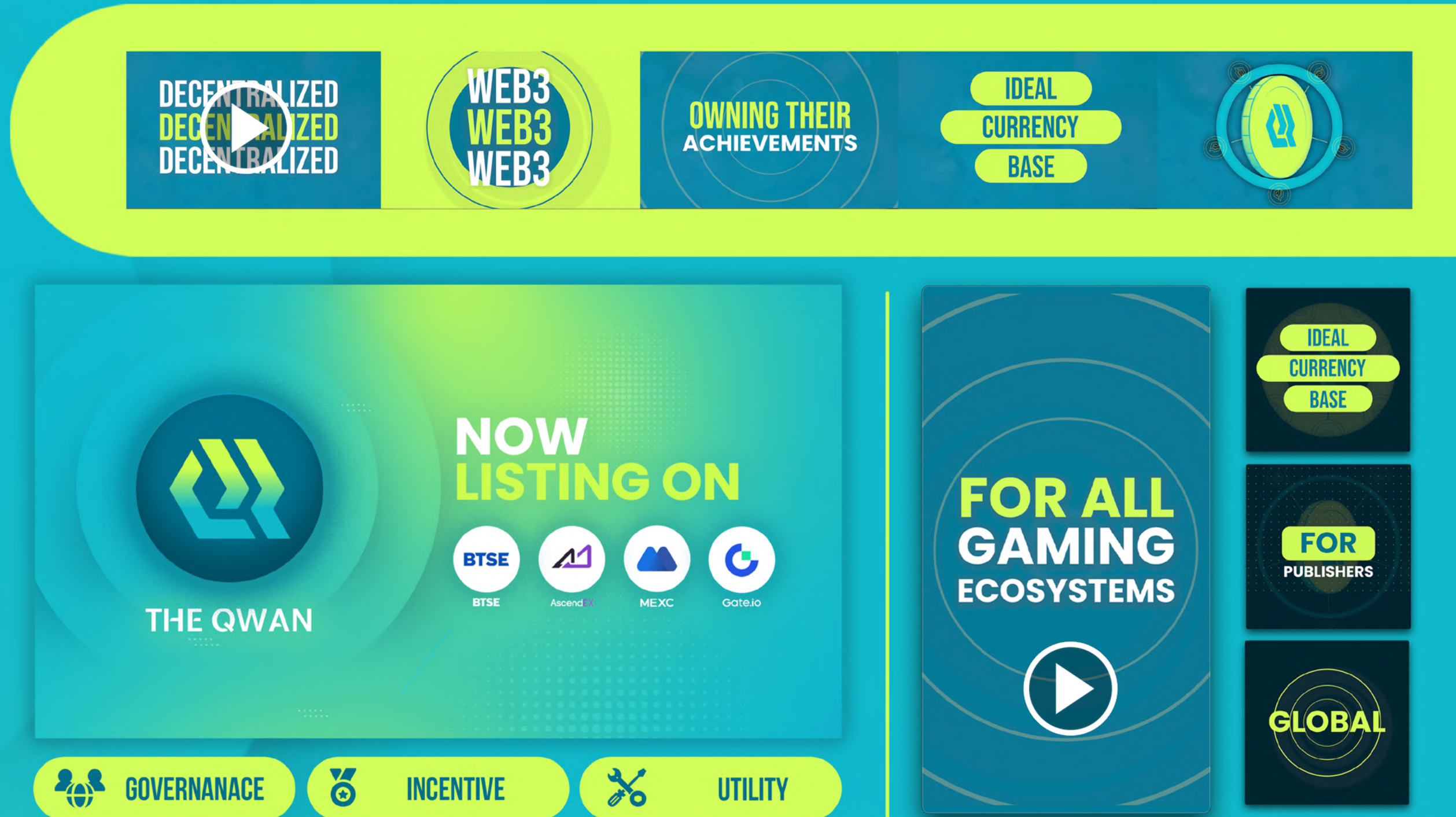
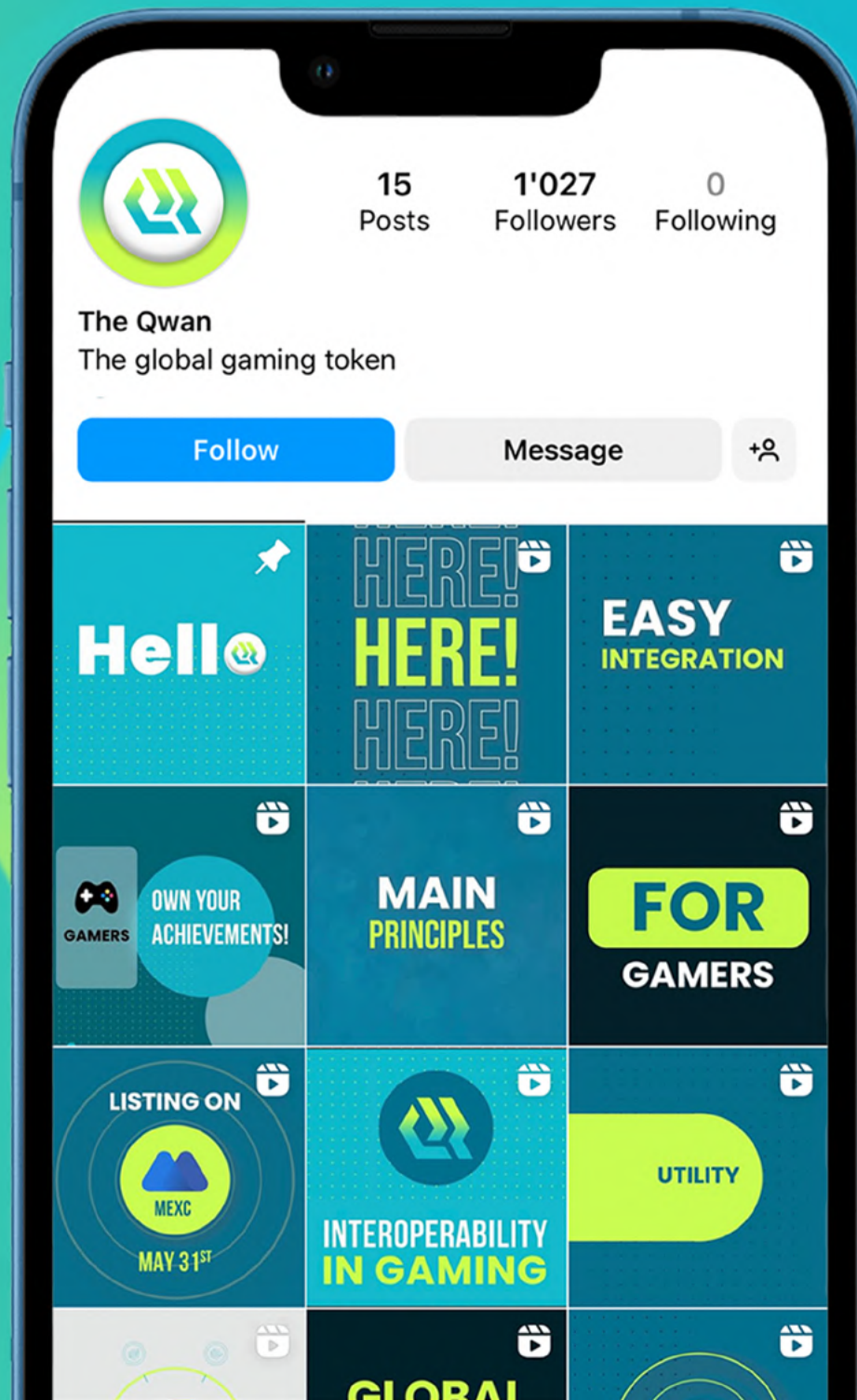
QWAN

Developed the brand identity and creative direction across marketing, investor communications, social media, and event materials, establishing a cohesive visual presence for the project.

Remote

Web3/Crypto

Start-Up





ISBerne

International School of Berne

A long standing collaboration with one of the leading international schools in Switzerland, filming and producing video marketing and communications materials.

Freelance



Kinder
Garten
Maths



Early
Learning
Centre



Grade 9
Biology

10+
VIDEOS

EVENTS
ACCREDITATION
CLASSES
PROMOS
TOURS

Say **Hola!**



EMAIL



LINKEDIN



WEBSITE



CV

HELLO@MOUSSASTUDIOS.COM
LINKEDIN.COM/IN/T-MOUSSA
MOUSSASTUDIOS.COM
@MOUSSASTUDIOS
+41 787 784 847

