

Rania Kalogirou

Copywriter

Sample Writing Portfolio



© 2022 Rania Kalogirou. All Rights Reserved

01



Short Captions

02



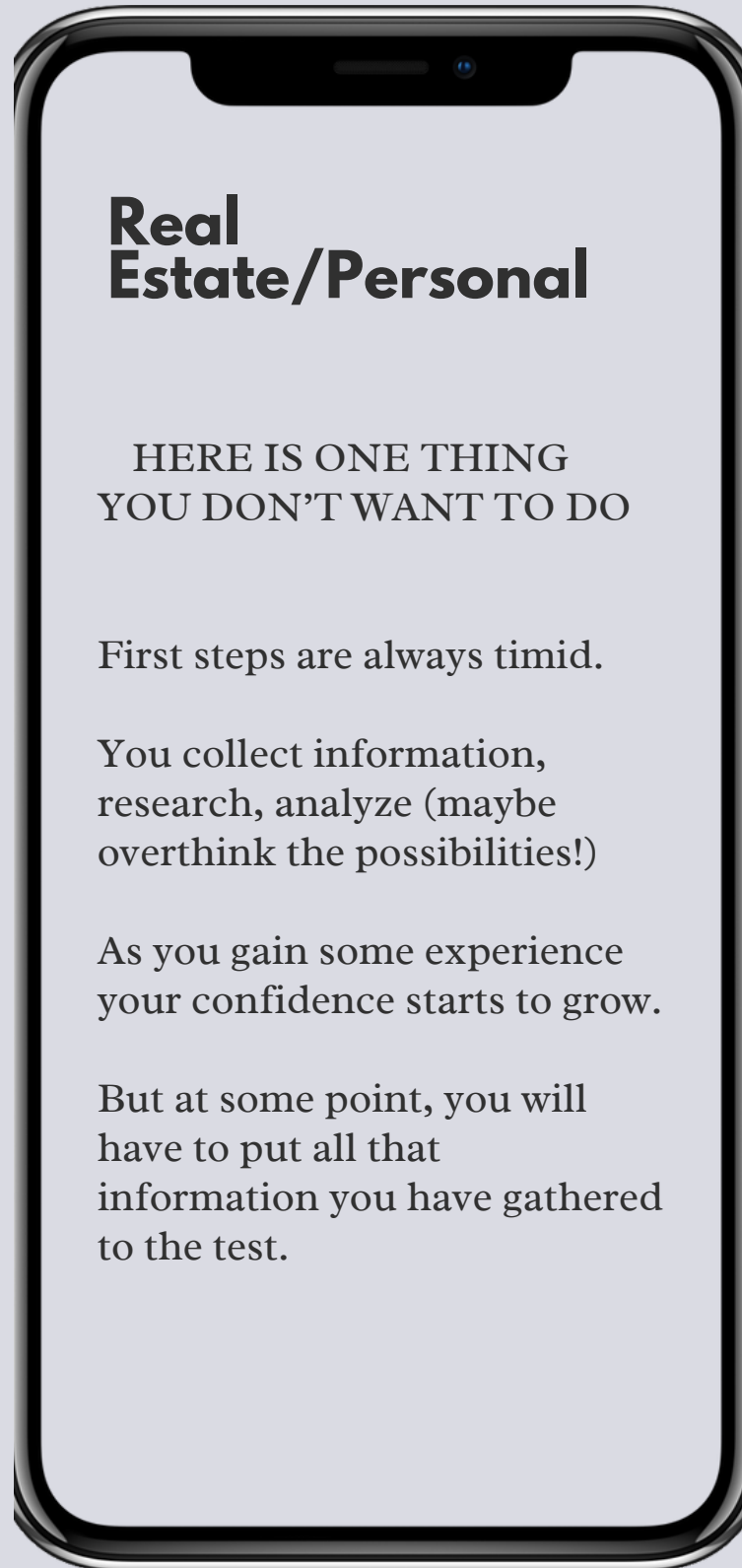
03



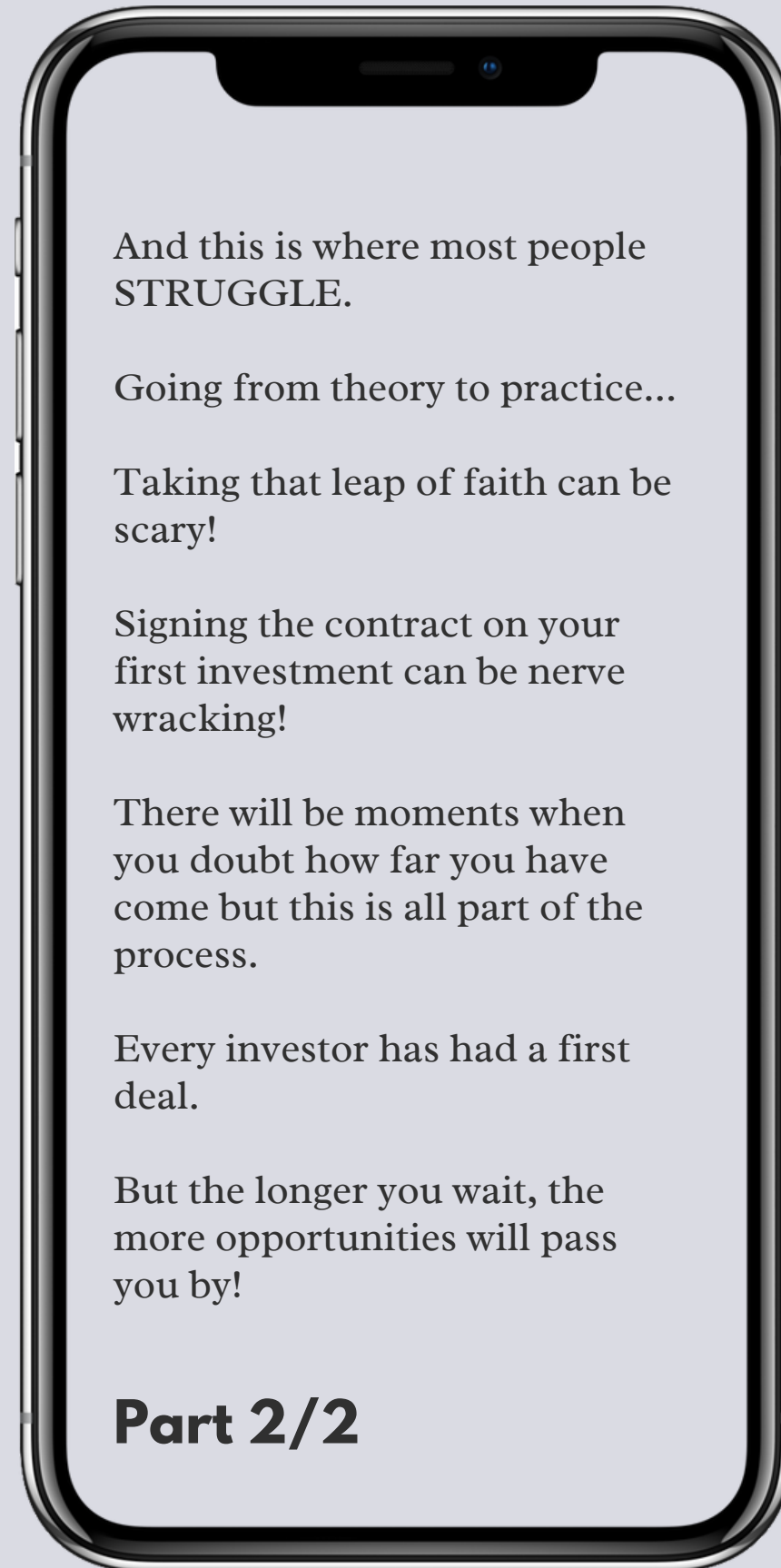
Social Media Captions

Funny, catchy, stimulating,
interesting and entertaining
captions are necessary to
"stop" the endless scroll and
get people to engage!

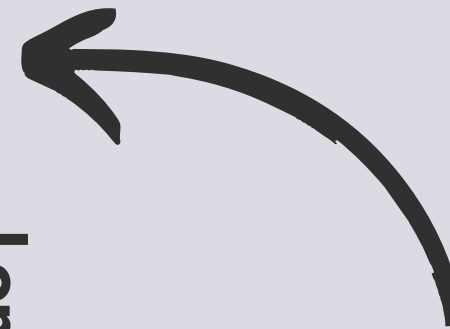
*Here you will find a sample from
various accounts I have worked
on.*



Part 1/2



Long Captions



Long captions are best for personal brands and when you need to "educate the audience" first and establish authority within your niche as a thought leader and expert.

05

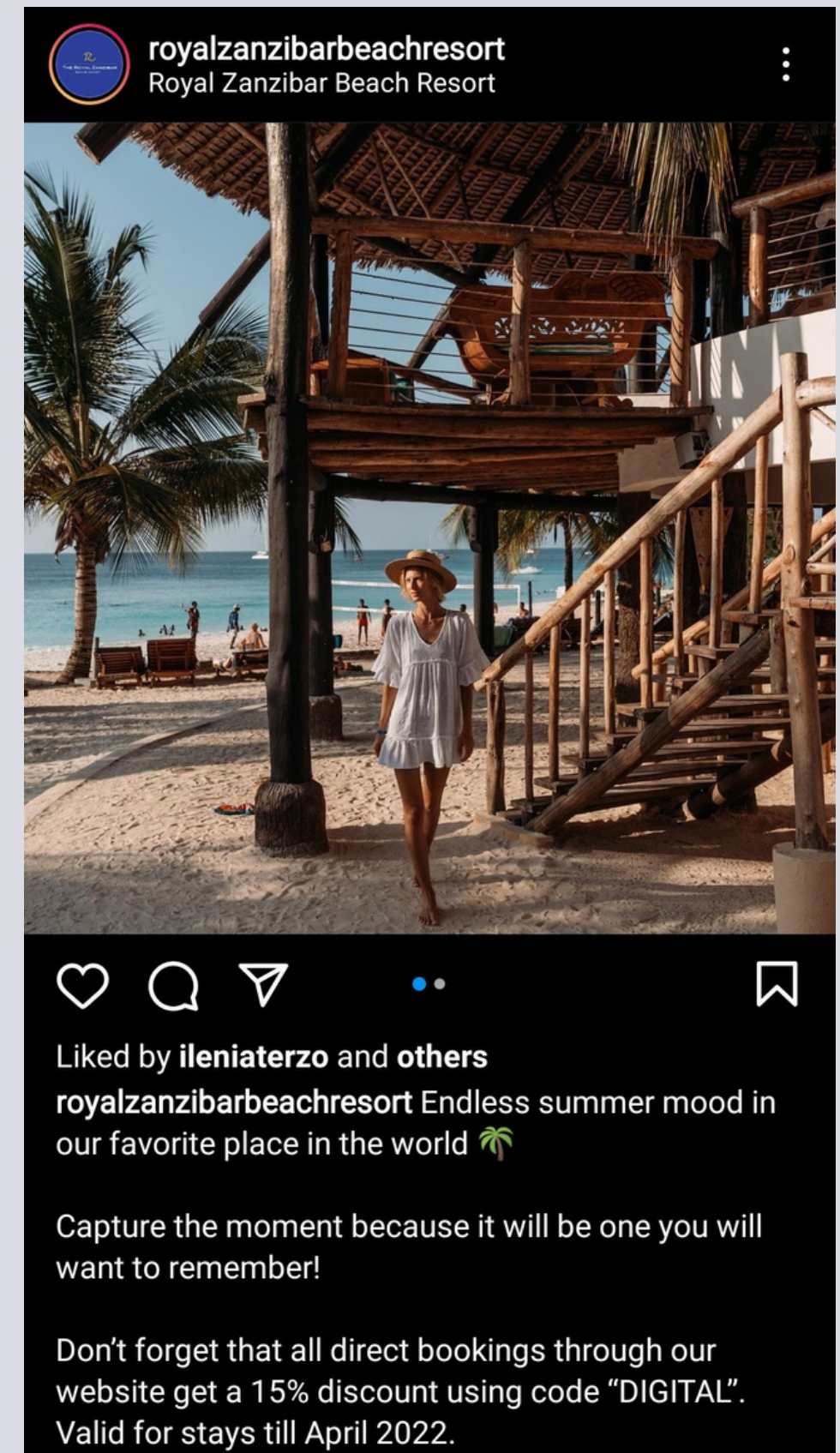


Short Captions

06



From this to this!



07

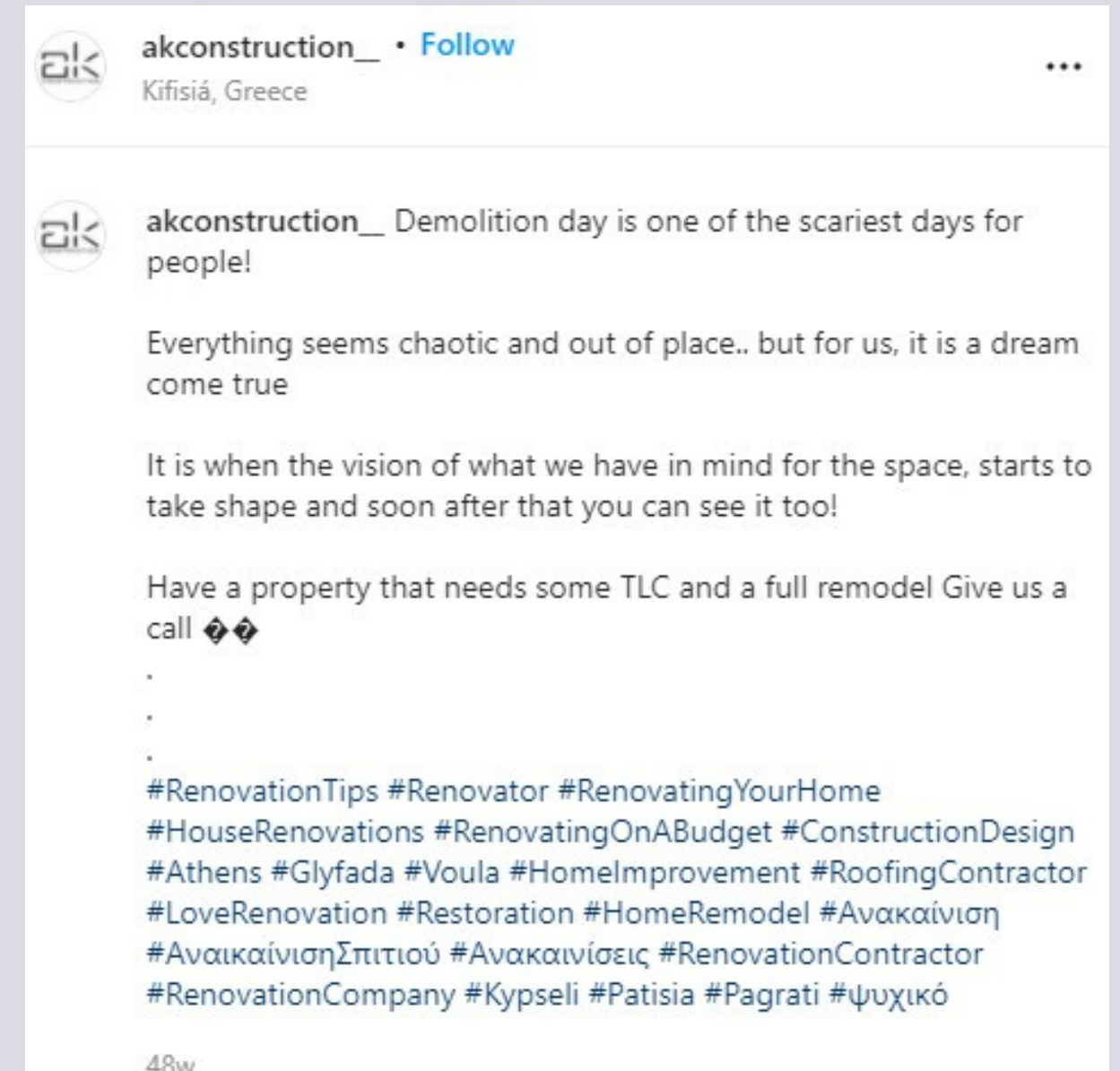


Short Captions

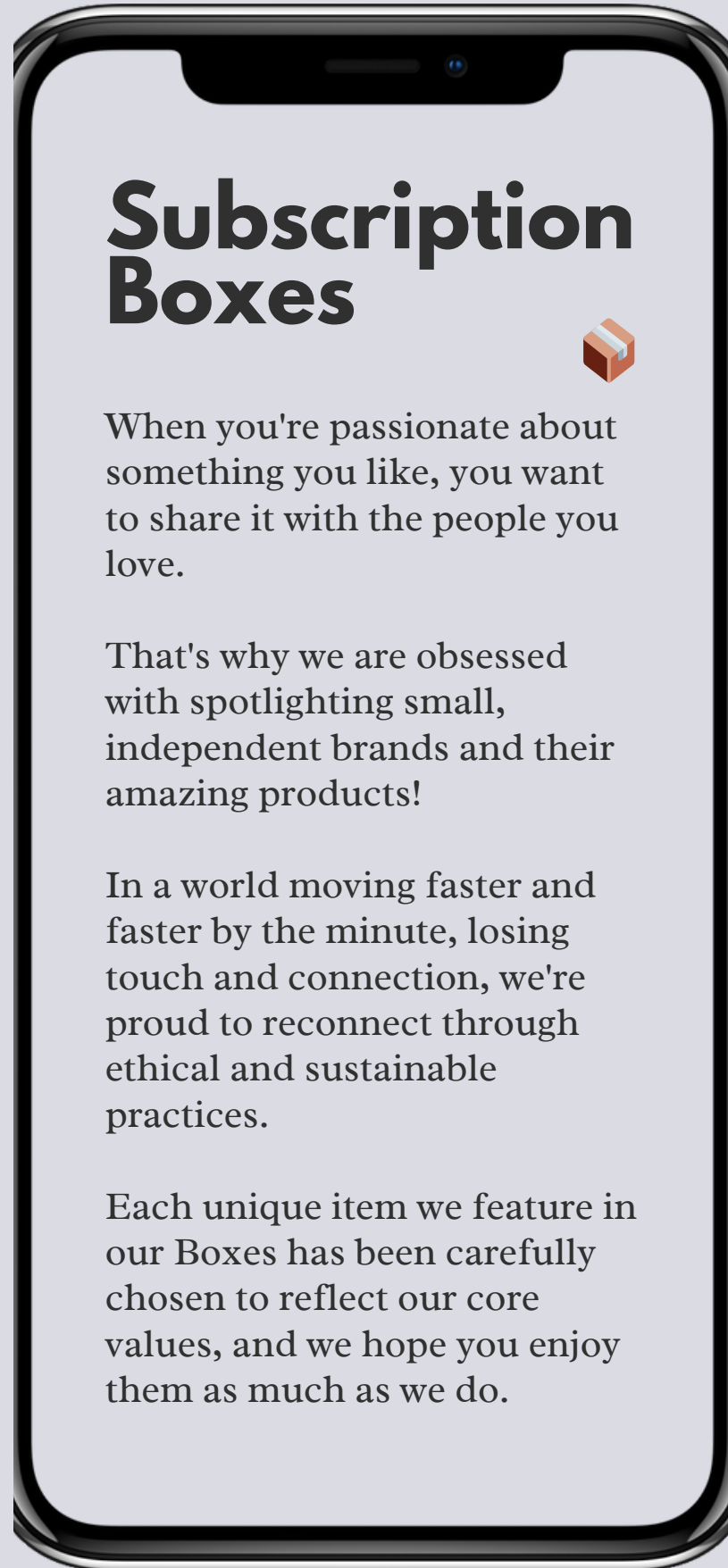
08



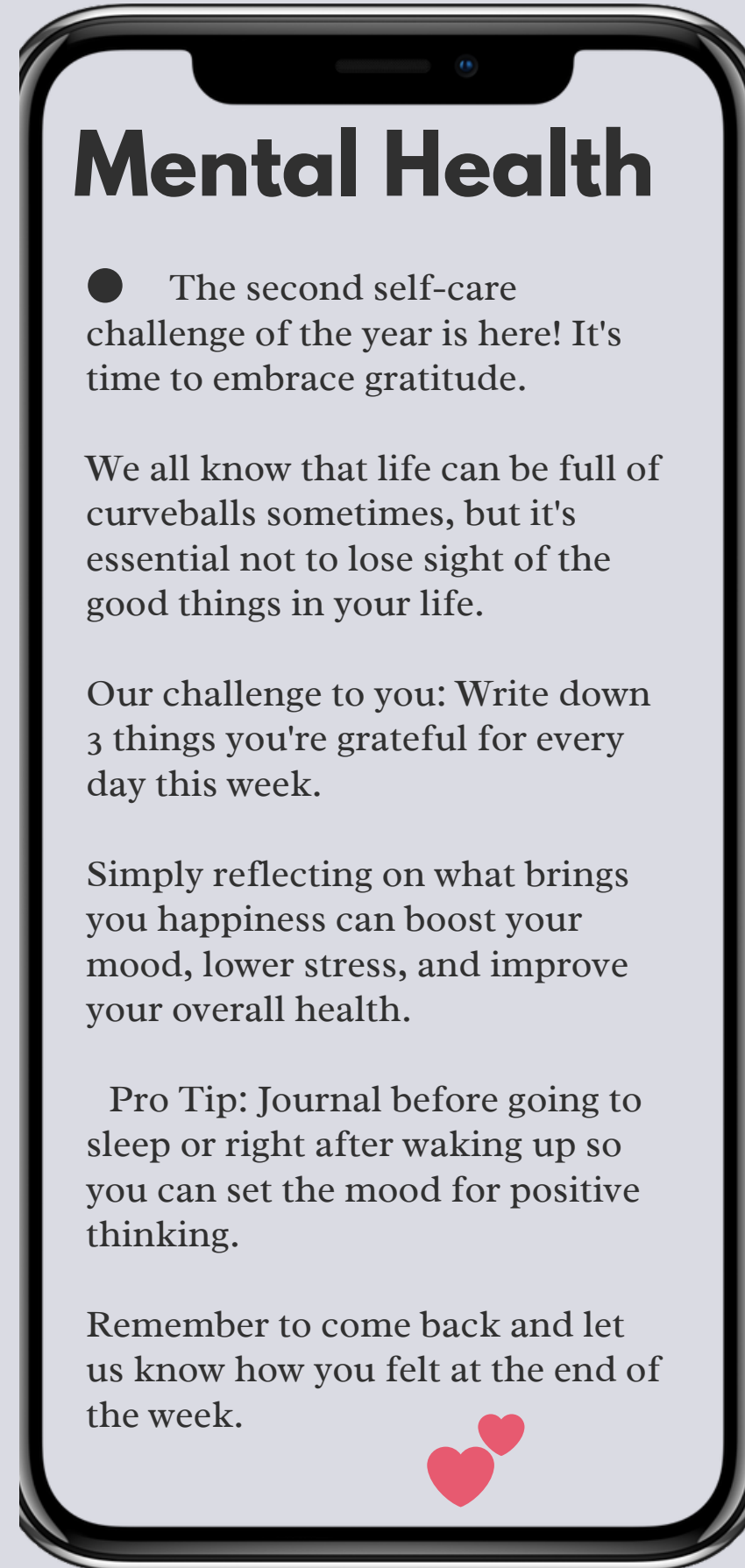
Don't forget to format accordingly and add your hashtags!



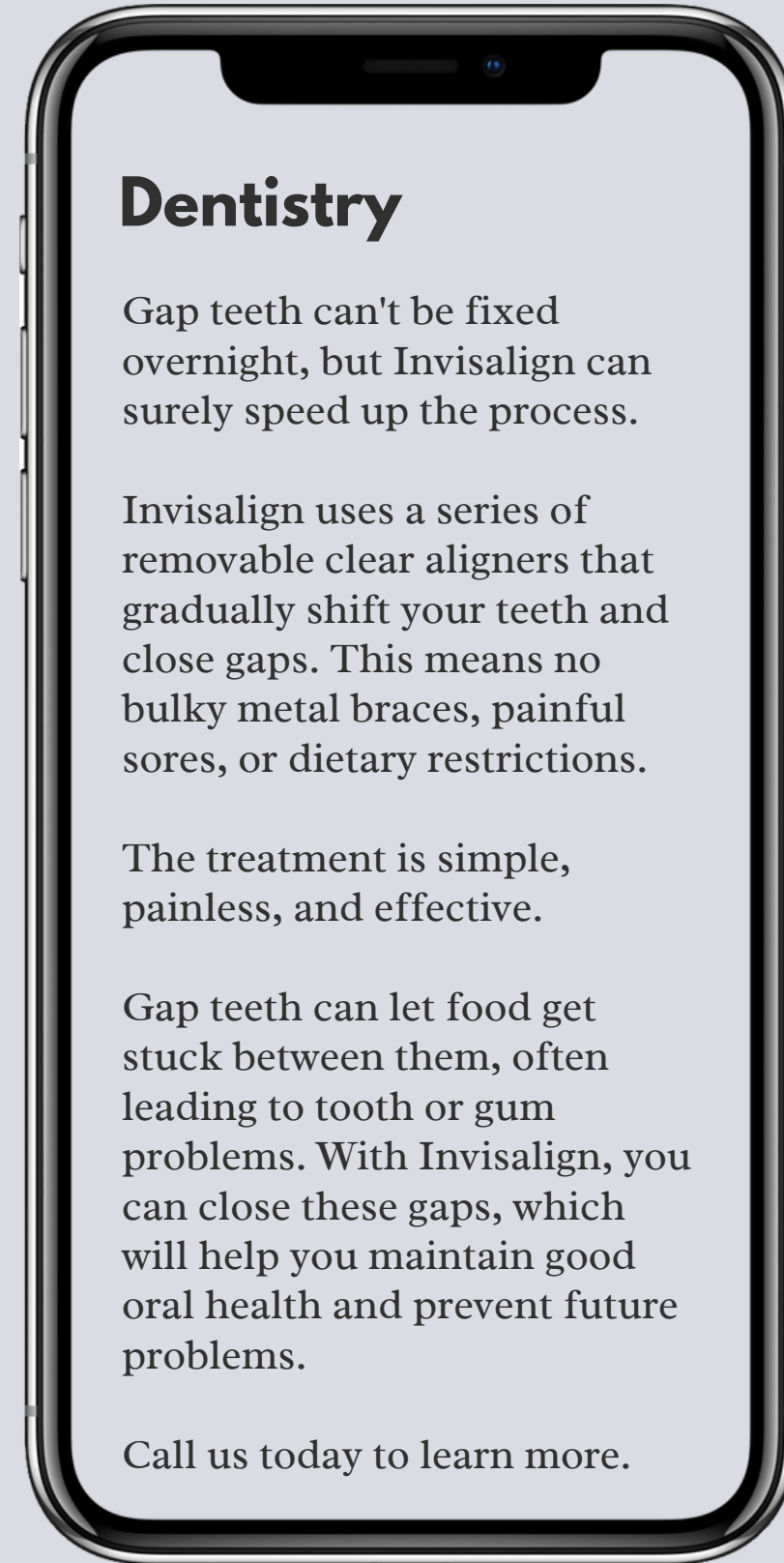
09



10



11



12

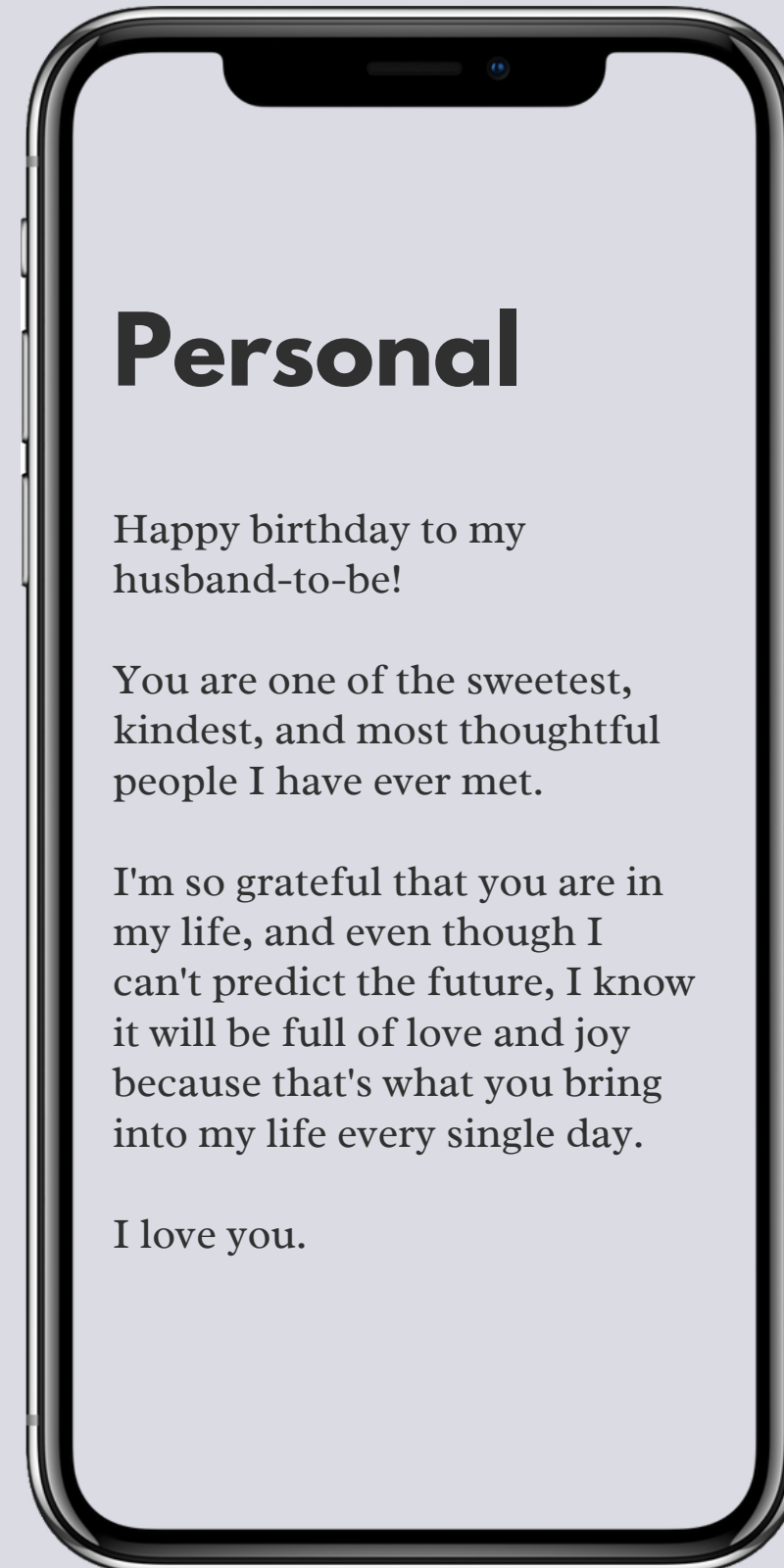


Short Captions + Long Captions

13



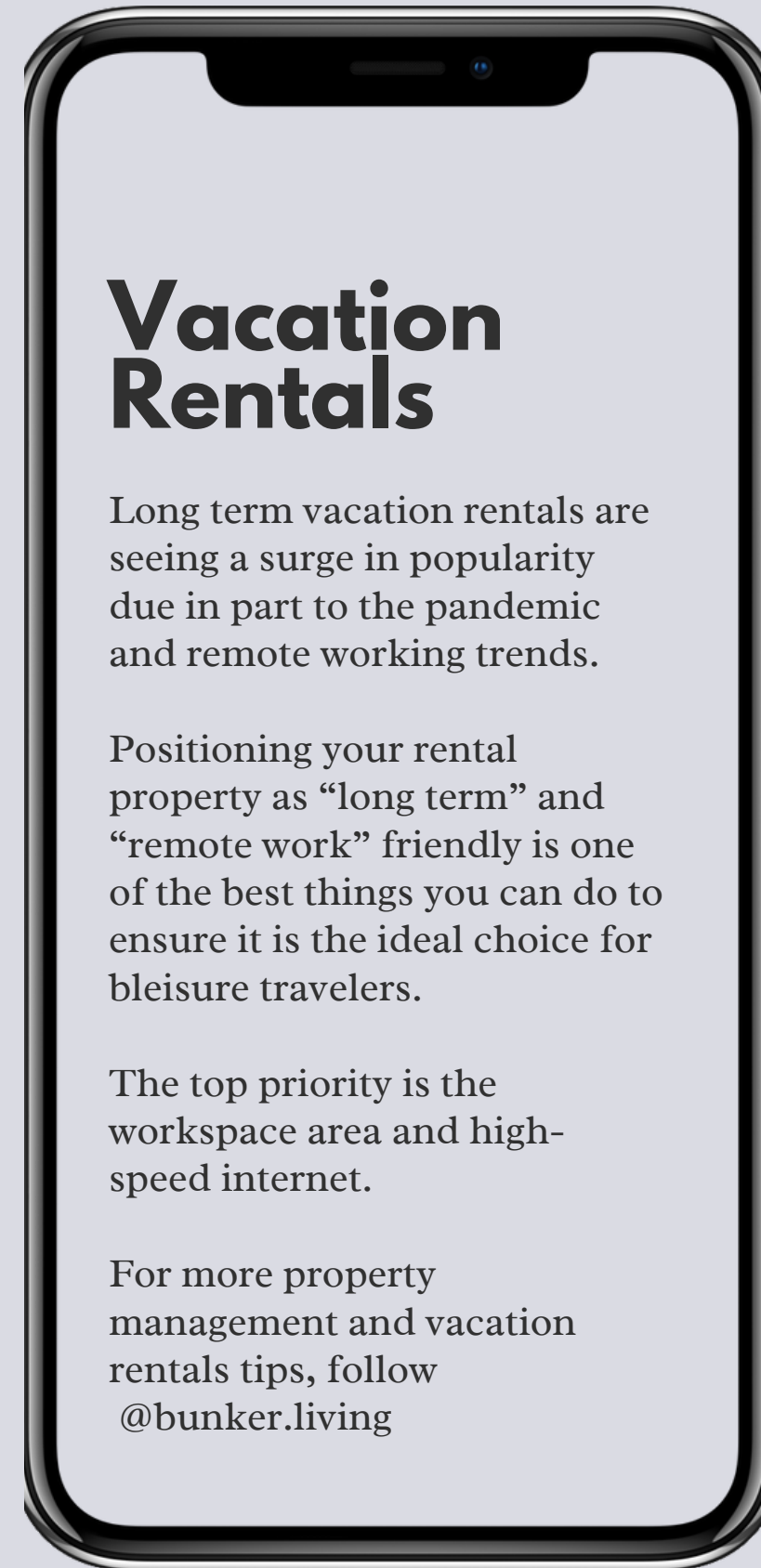
14



MISC ACCOUNTS

There is a niche for anything and everything.. and a way to make all topic interesting for readers!

15



Vacation Rentals

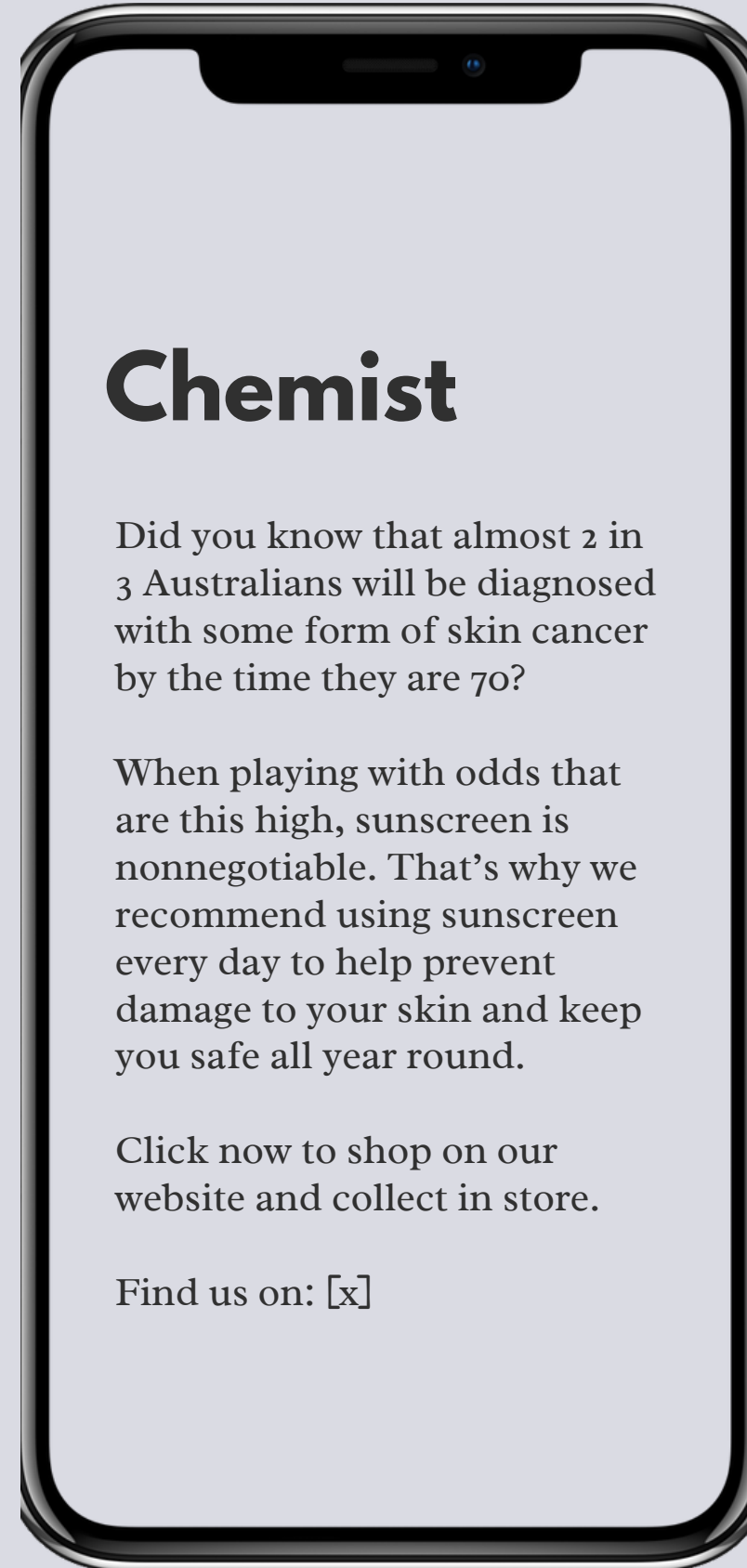
Long term vacation rentals are seeing a surge in popularity due in part to the pandemic and remote working trends.

Positioning your rental property as “long term” and “remote work” friendly is one of the best things you can do to ensure it is the ideal choice for bleisure travelers.

The top priority is the workspace area and high-speed internet.

For more property management and vacation rentals tips, follow @bunker.living

16



Chemist

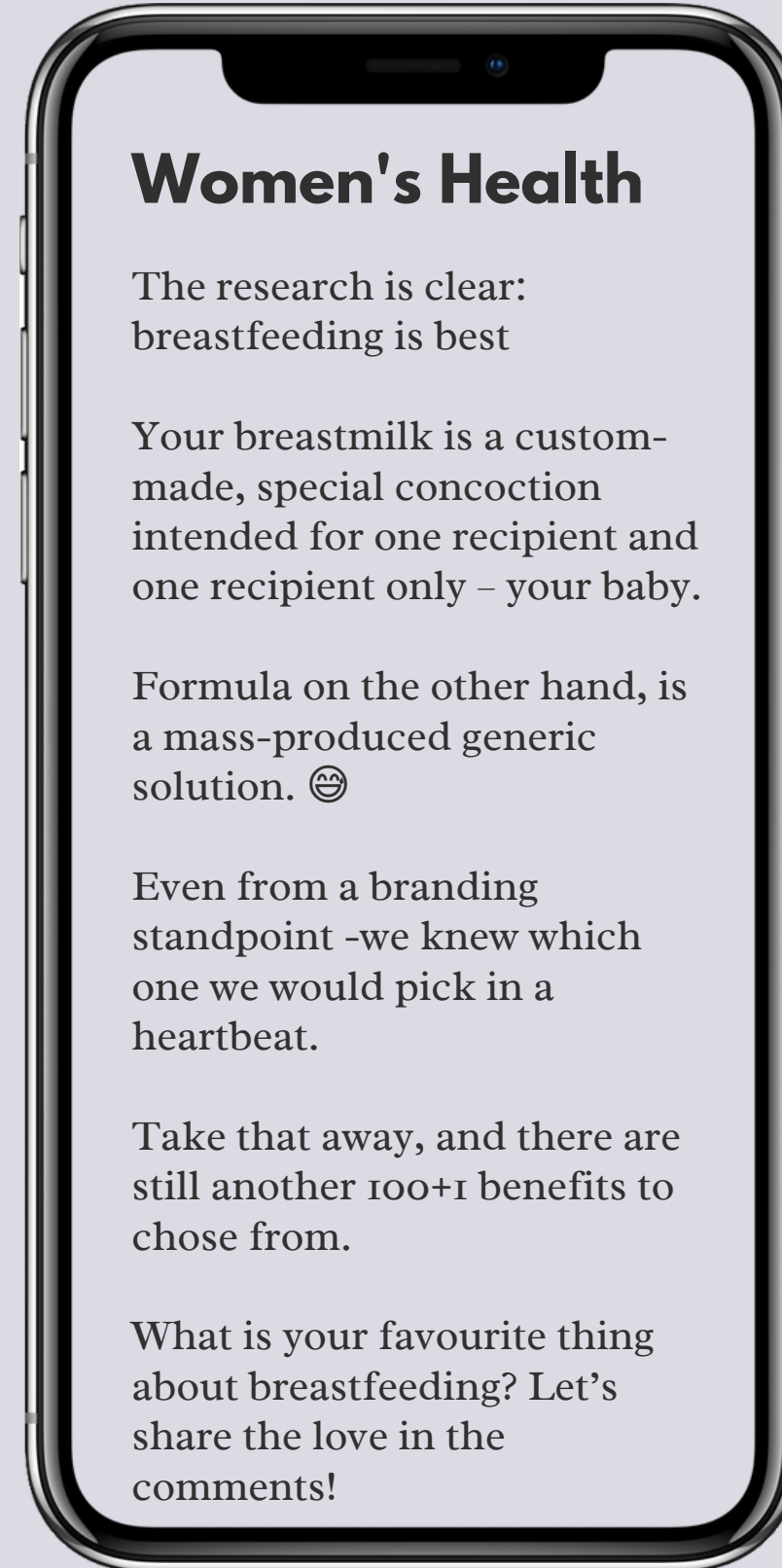
Did you know that almost 2 in 3 Australians will be diagnosed with some form of skin cancer by the time they are 70?

When playing with odds that are this high, sunscreen is nonnegotiable. That’s why we recommend using sunscreen every day to help prevent damage to your skin and keep you safe all year round.

Click now to shop on our website and collect in store.

Find us on: [x]

17



Women's Health

The research is clear: breastfeeding is best

Your breastmilk is a custom-made, special concoction intended for one recipient and one recipient only – your baby.

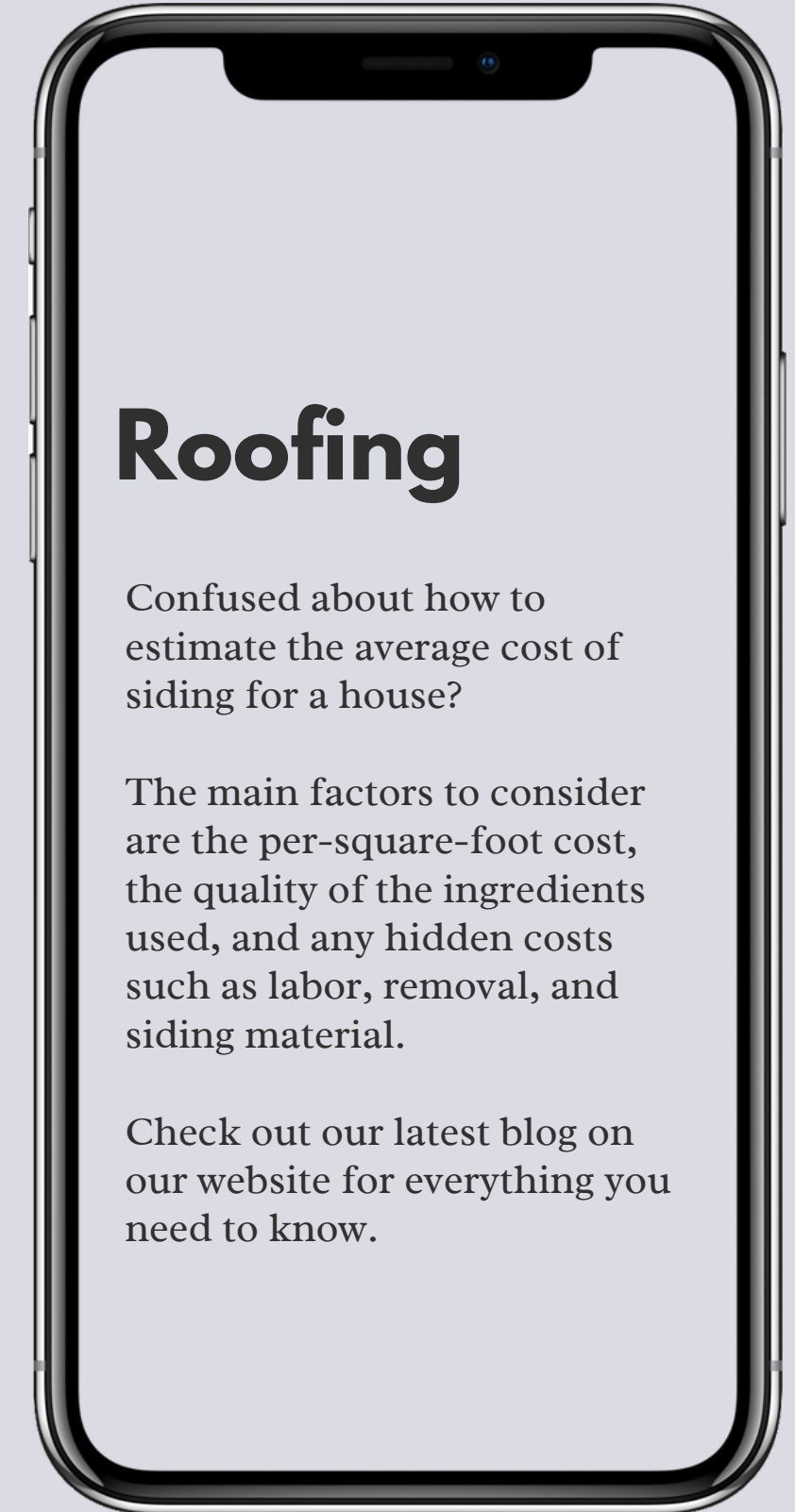
Formula on the other hand, is a mass-produced generic solution. 😊

Even from a branding standpoint -we knew which one we would pick in a heartbeat.

Take that away, and there are still another 100+1 benefits to chose from.

What is your favourite thing about breastfeeding? Let’s share the love in the comments!

18



Roofing

Confused about how to estimate the average cost of siding for a house?

The main factors to consider are the per-square-foot cost, the quality of the ingredients used, and any hidden costs such as labor, removal, and siding material.

Check out our latest blog on our website for everything you need to know.

Short Captions

15

Food Delivery

Our pulled pork is the perfect way to celebrate the summer.

It's easy to throw together, tastes delicious, and goes well with just about anything!

Try poke burrito bowls for a fun and leisurely lunch or dinner.

Now this is what we call meal prep made easy. 😊

16

Food/Restaurant

A new lemon tart has graced our menu, just in time for spring!

It's the perfect dessert for birthdays, anniversaries, or any other excuse you can think of to celebrate.

Share it, or don't. We won't judge either way.

Order now from
www.saltbushfoodcompany.com.au - link in bio

17

Hotel Restaurant

Knock knock, it's cocktail o'clock!

Not like you need an excuse to call it a day, but these summer days are all about enjoying drinks at the terrace with a view.

\$10 COCKTAIL HAPPY HOUR is on every Thursday from 7pm at the Junction Inn.

We'll be seeing ya!

Weekly specials and special events. Find it all on our website:
www.junctioninnhotel.com.au

18

Restaurant

One almond croissant is all right. Two are too many, and three are not enough.

Especially, if you are planning on taking them to-go for sharing

Our Boglions & Sons bakery goodies are baked fresh daily.

Come down and try them from 10am 7 days a week.

Available till sold out!

19

Cafe/Bar

Donut mind if we do!

Move over microwave popcorn and fizzy drinks, we've got a new addiction for our movie nights.

Our sweet tooth hampers come with a variety candy mix, glazed petite donuts and if you ask politely, our limited edition 200ml Candy Liquers! Not a fan of liquor, how about our new popcorn infused vodka? 😊

Order online at <https://shop.murraysbrewingco.com.au/> (Link In Bio)

Or give us a call on 0481 249 438 to arrange.

20

Cafe/Bar

Where there's a waffle, there's a way

One way to make your {{insert day}} even better?

Come down to the Riverhouse for our Belgium Waffles with caramel mascarpone, fresh banana, almonds and caramel drizzle, of course!

PLUS coffee! ☕

We'll be here waiting from 7:30 to 2pm

BOOK your table online or call us on 49844555

21

Butchery

It's Fry-day!

Time to crack some eggs and whip up a delicious weekend brunch.

Now for the choices... pancakes and bacon, or a breakfast omelet?

Whatever you decide these Alderly Creek Free Range Eggs pack a nutritional punch and superior taste.

Place your order for pick up in-store, FREE DELIVERY or pop in and come see us.

22

Gamers

There's nothing like a good old-fashioned light show to get your blood pumping.

Just like our Devil's Heart PS5 controller, which lights up with LED in 7 different colors, so you can go all-out with the glow. ⚡

Who knew a devil's heart could be so delightful?

Gamers x 2

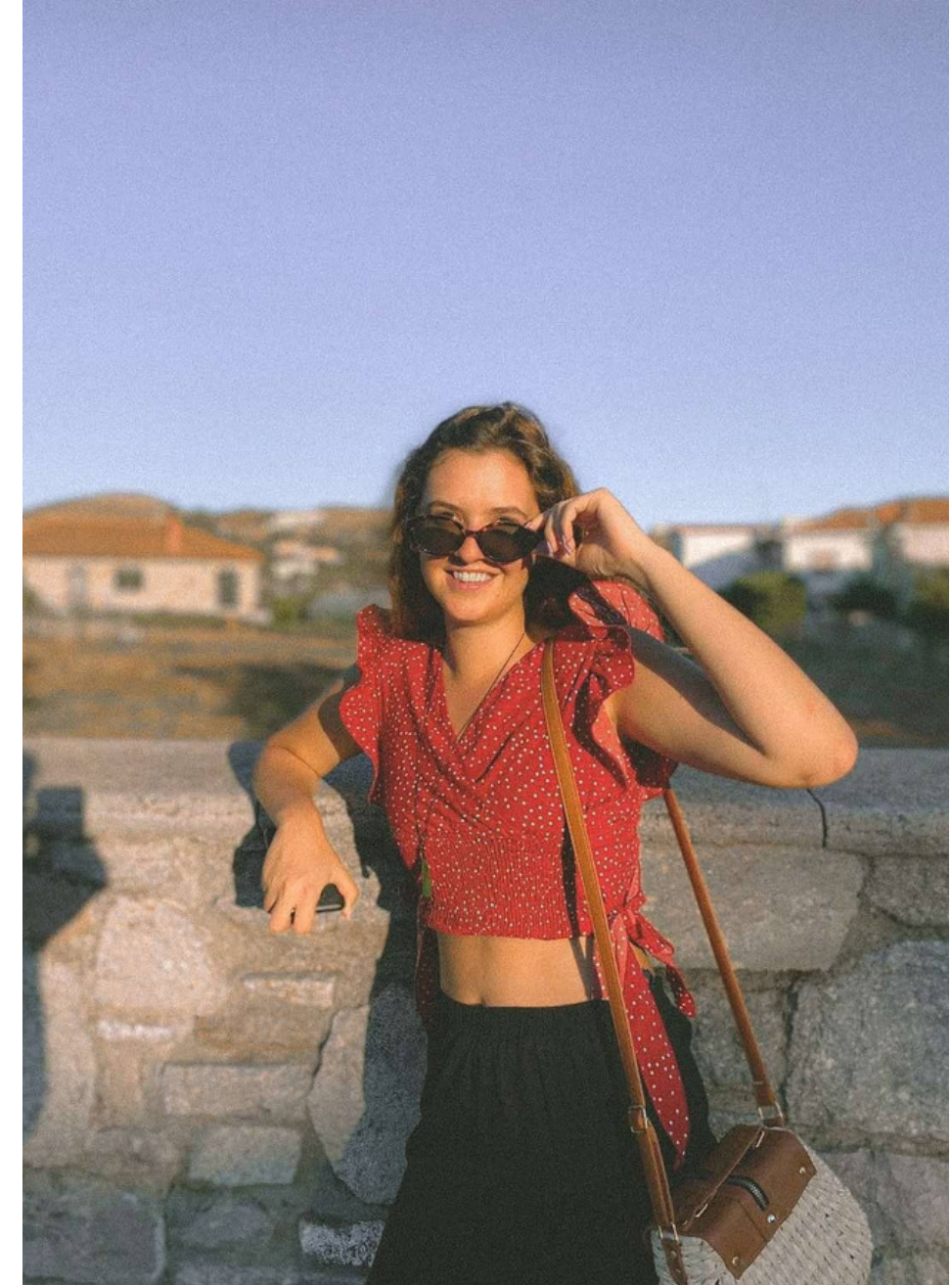
There's nothing like a good old-fashioned light show to get your blood pumping.

Just like our Devil's Heart PS5 controller, which lights up with LED in 7 different colors, so you can go all-out with the glow. ⚡

Who knew a devil's heart could be so delightful?

Rania Kalogirou

**Thanks for
reading!**



Contact me on:

<https://www.fiverr.com/users/raniakalogirou>
