

butter yellow

MARKETING STUDIO

COMPANY PROFILE & SELECTED WORK

2026

Your business, understood.

Butter Yellow is an independent marketing studio for businesses that value clear thinking, thoughtful creative work and focused attention.

We start with the business: its offer, its customers, its goals and its resources. That understanding shapes the strategy, content and communication we create.

**Personally
led.
Carefully
considered.**

Direct communication with the person planning and creating your work.

Founded and personally led by Habibah Amr.

Focused attention. A clear direction.

Your marketing deserves someone who understands the business behind it.

One point of contact

Speak directly with the person shaping the plan and creating the work.

Business comes first

Your offer, audience and goals guide the content and creative decisions.

A practical scope

Agree priorities that fit your resources, with clear deliverables and responsibilities.

A small client roster allows focused involvement. We begin with the highest-priority work, review what is happening and build from there.

Independent studio | Personally led by Habibah Amr | Egypt & GCC

Support with a clear purpose.

Strategy & planning

Positioning, audience research, marketing priorities and practical content plans.

Social media

Content calendars, captions, publishing and community management.

Content & visual design

Social graphics, short-form video edits and creative direction.

Branding

Brand concepts, positioning, tone of voice and visual identity development.

Advertising

Campaign planning, creative development and agreed advertising support.

Consultations

Focused guidance on marketing decisions, content and next steps.

Scope, deliverables and objectives are agreed for each engagement. Advertising spend is separate.

Habibah Amr

Marketing strategy, content and customer communication.

My experience spans Egypt, Saudi Arabia, the UAE and Australia, across agency roles, in-house work and freelance engagements. I have worked with hospitality, technology, interiors and healthcare businesses, from planning and launch communication to publishing and customer support.

Butter Yellow brings that experience into a personally led studio, with a small client roster and plans shaped around each business.



The following projects represent Habibah Amr’s experience. Credits identify agency involvement where confirmed.



Customer communication at the centre.

CONTRIBUTION

Social Media Specialist & Community Manager

Handled customer enquiries and concerns through social channels, supported customers and contributed to social media activities.

Customer communication

Responding to enquiries and concerns through social channels.

Community management

Managing customer interactions on behalf of the brand.

Social media support

Supporting the team and day-to-day social media activity.

talabat / Delivery Hero | Egypt & GCC | Professional experience, June 2022 – May 2024.



Saudi Arabia / Restaurant

From a content plan to social presence.

Content planning, writing, editing, publishing and social media management for Instagram and TikTok.

The content direction connects product appeal with practical information: what to order, where QIK is located, and how ordering and pickup work.

Current freelance engagement | Instagram & TikTok | Supplied QIK brand artwork.



Provided QIK story artwork

Pharmacy brands. A considered direction.



Hayah Pharmacies

REBRANDING

Contributed to the pharmacy rebranding project through agency work.



Zahrat Al Rawdah

REBRANDING & MARKETING STRATEGY

Worked on brand positioning and rebranding direction, alongside website, SEO and social content recommendations.

Selected pharmacy work through agency engagements | Logos shown as supplied project references.



A clearer marketing structure for the group.

Worked on restructuring GIVC from a marketing perspective: organising how the holding company and its divisions communicate their services, individual roles and collective value.



Group positioning

Clarifying the holding company's marketing narrative.

Division roles

Organising how the divisions and their services are presented.

Company profile supplied as business context

Galaxy International Venture Co. | Saudi Arabia | Marketing strategy, positioning and brand architecture.



A clear identity. Accessible education.

LOGO DESIGN BY HABIBAH AMR

Created the Neuro Clinics logo and worked on brand identity, marketing strategy and educational content for Dr. Osama Magdy Salem's brain and spine practice.

Brand recognition

A consistent identity and introduction to the doctor and practice.

Content planning covered patient questions, medical services and educational topics, with English and Egyptian Arabic communication.

Neuro Clinics | Maadi, Cairo | Logo design, branding, marketing planning and content.



From business concept to a live website.

CONTRIBUTION

Helped develop the business concept and marketing strategy through launch. Wrote the content for the entire Lilly Homes website.

View the live website

lillyhomes.net

Hospitality | Egypt | Business concept, marketing strategy and full website copywriting.

CONFIRMED MILESTONE

Website launched.

Full website copywriting, alongside concept and marketing strategy development.



Making software easier to understand.

SEO content writing, social media content, product scripts and content planning for business audiences.

SEO content writing

Articles explaining ERP implementation approaches and accounts payable journal entries.

B2B communication

Content explaining software features and their relevance to business users.

Created content across Tenx products, including TenxERP, TenxSelf, TenxBD and TenxJob, with communication adapted to each product and audience.

Tenx | UAE | SEO writing and content communication. Article samples follow.

SEO articles. Actual work.



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Get Started

Accounts Payable Journal Entry: Simplifying Finance for Smarter Business Management

In the world of business, Account Payable (AP) is a crucial and essential aspect of any business's financial management, these payments are important as it make sure the operations work smoothly and it maintain the on-going relationship with vendors.

The journal entry for accounts payable typically involves recording the receipt of goods or services and the obligation to pay the supplier, however, keeping track of the accounts payable balance manually or by hand takes a lot of time, feels repetitive, and it's easy to make errors and mistakes.

But this is a huge business operations issue. When your accounts payable and receivable systems are messy or unrealistic, it affects your cash flow, supplier relationships, and overall accuracy in your numbers. That's why mastering this area is essential, especially if you're looking for jobs in accounts receivable or accounts payable specially in Dubai — or simply want to ace your business goals.

In this blog, we'll break it all down for you. From understanding what accounts payable is, to learning how journal entries work, to exploring real examples and best practices. We'll also highlight how tools like TenxERP and platforms like TenxJob can make managing finances and careers simpler, faster, and far more effective.

What Is an Accounts Payable Journal Entry?

An accounts payable journal entry is the financial amount recorded in the company's general ledger (GL) to pay for goods or services that were purchased from suppliers and vendors that were made on credit. As it goes into accounts payable, and every time you pay off that debt, your accounts payable are lowered.

It only makes sure that businesses clearly understand their outstanding liabilities to suppliers and vendors. This understanding is crucial for maintaining financial health and ensuring timely payments.

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Get Started

ERP Implementation Approaches: Choosing the Right Path to Success

Why ERP Implementation is a game-changer, and also a huge risk. Implementing an ERP (Enterprise Resource Planning) system is one of the most important decisions a business can make.

When it's done right or the right way, it can transform your operations, boost productivity, and improve decision-making across the board.

As organizations strive for greater efficiency, scalability, and agility, the implementation of an ERP system becomes a strategic essential and crucial. So when it's done poorly, it can result in delays, wasted investment, and frustrated teams.

However, the path to a successful ERP implementation is multifaceted and requires careful consideration of various implementation approaches.

So, what separates successful ERP implementation from failure?

The answer often lies in choosing the right ERP implementation approach.

In this blog, we'll break down the different approaches, highlight real-world successful ERP implementation companies, and guide and walk you through the factors that make or break your project, including expenses and costs, change management strategies and techniques, and how to avoid common typical errors and mistakes. Whether you're a startup or a large enterprise, you'll walk away with a clearer view of how to make ERP work for you.

What Is ERP and Why Implementation Matters

Before we dive into implementation strategies, let's clarify the basics.

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Accounts payable journal entry

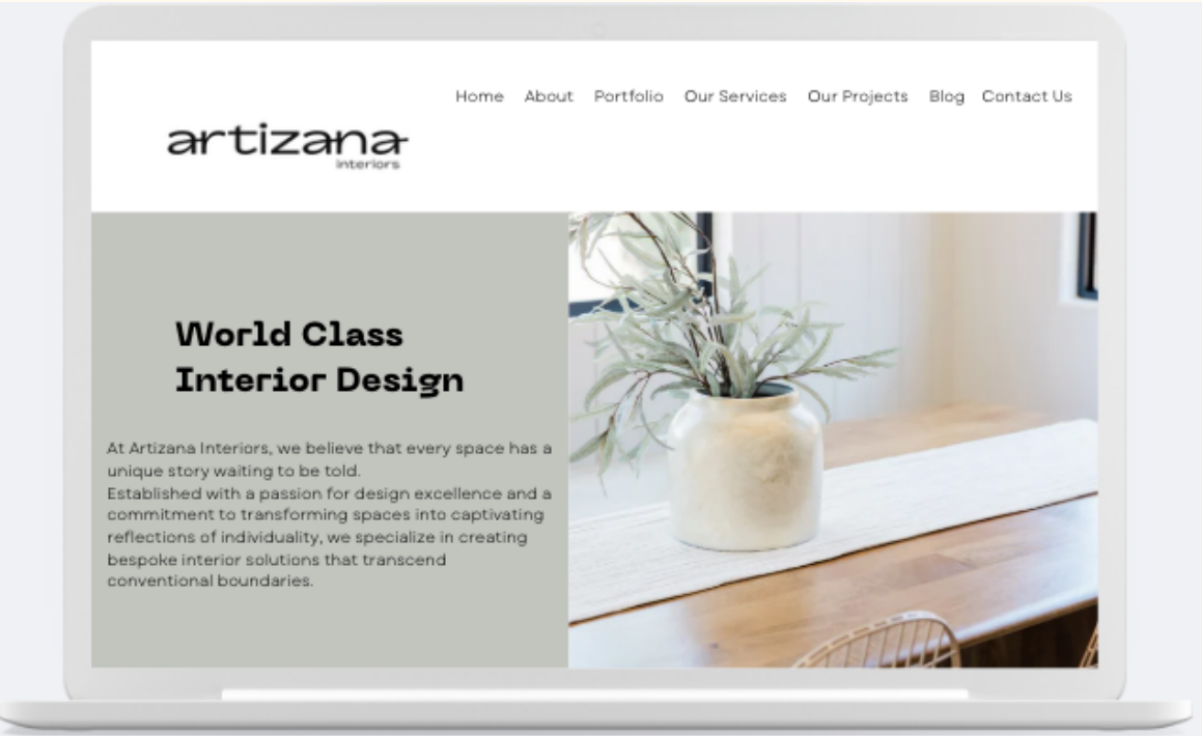
ERP implementation approaches

Published article excerpts | SEO content writing by Habibah Amr.

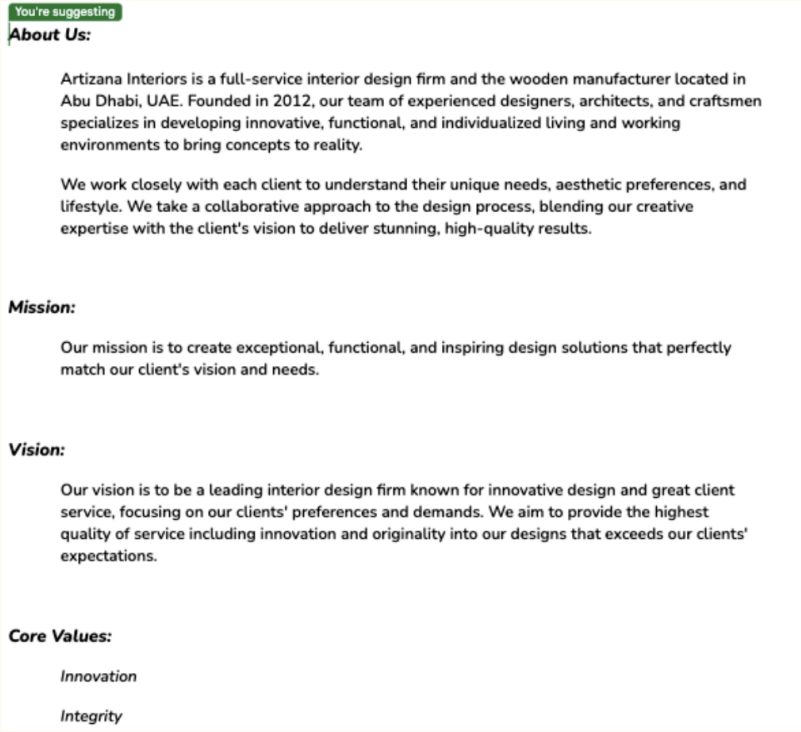


Communicating an interiors business.

Marketing planning, social media management, content writing, company-profile copy and website concepts.



Website layout concept
Artizana Interiors LLC | UAE | Selected work from the supplied portfolio. Website concept shown as a concept.



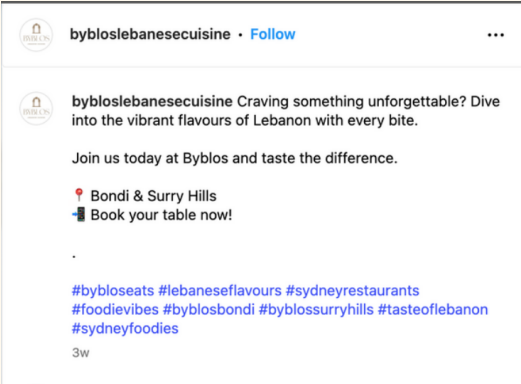
Company-profile writing excerpt



Restaurant content, written and published.

CONTRIBUTION

Wrote social media content, published posts and managed social media for Byblos Lebanese Cuisine through The Social Bang Agency in Australia.



Social post excerpt from the supplied portfolio

Byblos Lebanese Cuisine | Australia | Agency credit: The Social Bang Agency.



Two audiences. One clear proposition.

Developed launch communication and content for a marketplace connecting property owners with service providers.

For property owners

Explain how requests, provider matching and contractor selection work.

For service providers

Communicate the value of relevant opportunities, visibility and verification.

Work included social content planning, captions and landing-page copy recommendations. The messaging addressed each audience's questions and reasons to engage.

UAE | Agency collaboration: Holistic | Launch content and website communication.

Research that informs the next move.



BDA Real Estate

MARKETING AUDIT & STRATEGIC PROPOSAL

Reviewed the market, competitors, positioning, website, SEO and social presence. Developed recommendations for more coherent marketing communication.



Bana Real Estate

GOOGLE ADS STRATEGY & PROPOSAL

Planned a search-led enquiry journey: audience and location targeting, keywords, campaign structure, budget allocation, landing-page direction and conversion measurement.

Strategy/proposal examples | Campaign execution and performance results are not claimed.



Artisan Marketing Agency

Agency experience developing brand positioning, strategy, tone of voice and service communication.

Strategic foundations

Brand story, audiences, positioning and a clear direction for communication.

Messaging & content

Translate the strategic direction into brand voice, content and service messaging.

Saudi Arabia | Habibah Amr's agency experience | Separate from Butter Yellow's direct client roster.

Give every campaign a clear purpose.

Advertising starts with a business objective and a relevant offer. Creative, targeting and the landing experience should work toward the same next step.

01 / Plan

Define the objective, audience, offer, budget and conversion action.

02 / Connect

Align the ad message, visuals, call to action and destination.

03 / Measure

Agree tracking and reporting; use campaign data to guide changes where management is in scope.

Relevant work includes Bana's Google Ads strategy and landing-page recommendations for GetBuilder. These demonstrate campaign planning and communication.

Advertising spend is separate. Platforms, execution responsibilities and reporting are agreed in the scope.

Understand. Plan. Create. Review.

01 / Understand

Discuss the business, customers, goals, current marketing and available resources.

02 / Plan

Agree the priorities, deliverables, responsibilities, timeline and measures of progress.

03 / Create

Develop the agreed work, share it for review and coordinate approvals and publishing.

04 / Review

Review performance where data is available, discuss feedback and refine the next steps.

Personally led delivery, direct communication and a scope suited to the business.

Let's talk about your business.

Tell us what you are building, where you are now
and what you want your marketing to achieve.

hello@butteryellowstudio.com

Habibah Amr / Founder