



NADIA UROOJ
CAROUSEL CONTENT WRITER

01

Canva

“IDEA-TO-CAROUSEL” TOOL-KIT I USE DAILY

This toolkit has saved me 100+ hours and helped CEOs finally show up with clarity.





CHATGPT

My Strategy Brain

- Turns raw ideas into structure
- Replaces hiring a full-time strategist
- Helps me pull the “story” out of a CEO’s mind

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CANVA

My Visual Playground

- Carousel formats
- Brand-aligned layouts
- Saves hours + removes design overwhelm

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NOTION

My Content Control Room

- Replaces 5 different apps
- Stores voice notes from CEOs
- Keeps all drafts + brand voice guidelines

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GOOGLE DRIVE

My safe vault

- Stores every asset, draft, revision, and reference
- Makes working with multiple CEOs chaos-free

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TRELLO

My content command board

- Tracks every CEO idea from capture to post
- Keeps multi-client workflows clean and on time

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PERPLEXITY

My Research Engine

- Fact-checks
- Finds angles CEOs never thought of
- Gives me “depth,” not recycled advice

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CALENDLY

My clarity opener

- Book calls
- No back-and-forth
- No “availability headaches.”

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This isn't a toolkit.

It's how I turn a CEO's brilliance into content that speaks for them, even when they're too busy to.



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**What tool would YOU add to this?
Comment below.**

(SAVE this to build your own toolkit later.)



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