




Tarek Omari

Nationalities: Swedish/Lebanese

Contact

 Beirut, Lebanon
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Education

Lebanese American University (LAU) – May 2021
BS in Business - Marketing

International School of Choueifat – June 2017
High School Diploma

Licenses & Certifications
Google Digital Garage – The Fundamentals of Digital Marketing

Skills

- MS Office (PowerPoint and Word)
- Content Marketing
- Marketing Strategy
- Social Media Marketing
- Campaign Development

Languages

- English
- Arabic

Profile

A Marketing Professional with entry-level experience in content creation and strategy implementation on social media platforms. Competent in working with creative teams to drive exposure for new products and services. I am currently pursuing a position as a Social Media Specialist to prove my skills and abilities.

Work Experience

Social Media Marketing Internship (Bepro) – June 2023

- Coordinate with marketing specialists and social media marketing staff to develop campaigns, including ad creation, targeting, and budget allocation to support various accounts.
- Created brand message that connects with the target audience by researching the target markets and analyzing the competition.
- Improved follower base across Facebook, Twitter, and Instagram by identifying optimal release times for posts using Meta Business Suite.
- Performed several administrative responsibilities and assisted Social Media Manager in any tasks as required.
- Monitored the latest social media trends and techniques to drive innovation and optimize campaign results.
- Content created and edited Facebook and Instagram posts for clients and tried to fit his/her opinions about it and reach his/her point of view.

Academic Experience

Marketing Projects

- Marketing strategy for a new E-branch of leading bank in Lebanon

- Evaluated the market demand based on focus groups surveys.
- Performed a SWOT analysis of the market and the bank.
- Developed a digital marketing strategy to achieve a sustainable competitive advantage.

- Marketing strategy for a leading FMCG company in Lebanon

- Researched the market's demand & size consumers' behavior and target audience.
- Analyzed the company's mission & vision, PEST and 4 P's.
- Created a new marketing strategy to attract new customers, retain existing ones and hence increasing the profitability of the company.