

# AMJAD SHAROUF

## Digital Marketing

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### Summary

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Digital marketer with hands-on experience in content strategy, social media growth, and SEO. Delivered a complete SEO project in the luxury space and grew an account to over 670K followers through consistent content and community building.

### Experience

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#### Luxury Method

London, UK (Remote)

#### SEO Intern

02/2025 - Present

- Completed a full SEO project titled “Luxury Content Marketing”, including keyword research, SERP and competitor analysis, content outlining, and page writing.
- Conducted keyword research across 5 sectors and 4 marketing services in the luxury space using **SEMrush**, supporting SEO strategy and **Google Ads** campaign planning.
- Optimized on-page SEO across 10+ pages, including meta titles, descriptions, alt text, internal linking, and URL structure to enhance content visibility.
- Analyzed and reported traffic trends using **Google Analytics** and actively participated in twice weekly strategy and performance meetings via Google Meet.

#### Tale Twist, Qatar

Remote, Part-Time

#### Marketing Specialist Intern

02/2025 - 05/2025

- Scheduled and monitored content across 4 platforms using **Social Champ** and **Sprout Social**, preparing performance reports that showed a +20% engagement increase.
- Wrote and edited captions for 30+ social media posts, ensuring brand consistency across all channels.
- Collaborated with the marketing team to execute monthly marketing plans, ensuring content accuracy and effective support for product launch and awareness campaigns.

#### Self-Employed

Remote

#### Social Media Specialist

08/2021 - 01/2025

- Scaled @5a2ebb to 670K+ followers over 3 years, implementing growth strategies, including hashtag optimization and targeted content strategies, achieving 25% organic visibility per post.
- Optimized 8+ Instagram profiles for clients, resulting in a 15% increase in engagement across accounts within 3 months, by refining bio copy, profile imagery, and content consistency.

- Developed monthly content calendars and reports, producing 500+ posts using **Canva** and **PicsArt**, ensuring high-quality visuals.
- Built and maintained a loyal following for @5a2ebb, with 10%-20% story views consistently, leveraging engaging storytelling techniques and interactive features like polls and Q&As.

## Education

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**American University of Science and Technology**

Beirut

BBA: Digital Marketing

09/2022 - 06/2025

- Expected graduation: June-2025
- current GPA:3.67

## Skills

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- Social Media Management	Growth Strategy	Brand & Caption Copywriting
- Content Calendar Planning	On-Page SEO Optimization	Keyword Research (SEMrush)
- Competitor & SERP Analysis	Google Analytics & Reporting	

## Languages

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- Arabic                      - English

## Certificates

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- **Digital Marketing Institute:** Certified Digital Marketing
  - **SEMrush:** GA4 for SEO
  - **Microsoft:** Microsoft Office Specialist Excel and ppt
  - **LinkedIn:** Advertising on Facebook + SEO Foundations + Google Ads Essential Training
  - **DeepLearning.AI:** AI For Everyone + Generative AI for Everyone