

# Aya Diab

Beirut, Lebanon / Jeddah, Saudi Arabia | [ayadiab19@gmail.com](mailto:ayadiab19@gmail.com) | +961 70 258258 OR +966 57 0108602

## PROFESSIONAL SUMMARY

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Social Media & Digital Marketing Professional with 6+ years of experience managing social media accounts organically, leading influencer campaigns, paid media activations, and content strategies across GCC, MENA, and Europe with proven track record of creating data-driven campaigns that boost engagement & brand awareness for clients and skilled in both agency and freelance consultancy, blending creativity with performance-driven execution

## EXPERIENCE

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### Omnicom Media Group – PHD | Dubai

#### Senior Social Media Executive

#### Social Media Executive

May. 2024 – Present

Oct. 2021 – Apr. 2024

- Lead multi-market social strategies across Meta, Snapchat, TikTok, and YouTube for global and regional brands in FMCG, F&B, Automotive, Skincare, and Destinations
- Managed influencer marketing campaigns in GCC, achieving +25% above-average engagement and millions of impressions across markets
- Directed creative content development including trendy reels, TikTok challenges, AR filters, CGI campaigns, and on-ground activations
- Collaborated with planning, paid media, and creative teams to deliver end-to-end campaign execution and optimize performance against KPIs
- Supported new business pitches, contributing to successful wins across 5+ industries

**Clients:** Dubai Holding & Dubai Retail, Castrol Middle East, Al-Futtaim, Kia Middle East, Bioderma, Heinz, Abbot, Sanofi, Kiabi, Porsche Centre Kuwait, HSBC UAE, Chanel, Electrolux, Raid, Glade, and more.

### Estadeem Consultancy | Dubai

#### Freelancer – Influencer & Campaign Manager

June. 2024 – June. 2025

- Developed and executed influencer marketing campaigns for lifestyle and consumer brands in the UAE, ensuring cultural relevance and high engagement
- Negotiated contracts, managed influencer relations, and tracked campaign ROI, delivering above-industry average engagement rates
- Created campaign concepts and strategies aligned with client KPIs, achieving measurable growth in brand awareness, reach, and sales uplift
- Coordinated cross-channel activations across Instagram & TikTok including short-form video production and storytelling campaigns

**Clients:** Chocomelt UAE, T.One UAE, Casalily, Yas Perfumes, 28Natelier

### Becoming Social | Dubai

#### Freelancer – Community Manager & Content Strategist

Aug. 2023 – Dec. 2023

- Managed community engagement and online interactions, ensuring timely responses and fostering stronger customer connections
- Built and executed monthly content calendars tailored to brand goals and seasonal campaigns
- Delivered campaign performance reports with actionable insights on engagement, growth, and content optimization

**Clients:** Sedar Global, Al Marjan, Al Marjan Island, Suncoast, Sun & Sand Sports KSA

### Plus Holding | GCC, Cyprus & Lebanon

#### Digital Marketing Specialist

Oct. 2020 – Oct. 2021

- Managed content creation, editing, and social media management across multiple brands in OOH, printing, brokerage, and real estate
- Developed and executed campaigns on Meta targeting GCC, Cyprus, Europe, and MENA
- Managed reporting and performance tracking, providing insights to optimize future campaigns
- Coordinated with designers, agencies, and cross-functional teams to ensure alignment between creative assets and business objectives

- Oversaw \$100K+ annual ad budgets, reducing CPC by 15% through audience optimization and creative testing

**Brand:** Plus Properties, Plus Brokers, Group Plus & Printing Plus

#### **Azadea Group | Lebanon**

##### **Marketing Intern**

**Mar. 2020**

- Supported content calendars & social optimization for regional/luxury brands such as Massimo Dutti & Decathlon
- Conducted market research for seasonal campaigns (Ramadan, Mother's Day)

#### **Beirut Digital District – ZRE | Lebanon**

##### **Marketing Coordinator**

**July. 2019 – Jan. 2020**

- Planned and executed integrated marketing campaigns to boost brand awareness and customer retention
- Managed social media strategy, content calendars, and reporting (weekly, monthly, quarterly, yearly)
- Coordinated with designers, manufacturers, and influencers for collaborations and activations
- Designed and launched a new newsletter theme with improved engagement
- Oversaw digital channels and optimized performance using Google Analytics, FB Ads Manager, Iconosquare, Social Bakers, and Stripo

#### **Shawbakit, Karout Fruits | Lebanon**

##### **Marketing & Social Media Management Intern**

**Jun. 2018 – Jan. 2019**

- Supported the launch of the company's website and app with a marketing plan
- Managed Instagram content, increasing followers and engagement
- Produced visuals and photography for social media using Photoshop & Illustrator

#### **American University of Beirut | Lebanon**

##### **Office Assistant – OSB EMBA Office**

**Sept. 2018 – Dec. 2018**

- Supported administrative tasks including scheduling, Excel updates, and student surveys
- Assisted with creating presentations and documents using Microsoft Office

#### **American University of Beirut | Lebanon**

##### **Social Media & Office Assistant – Student Services Office**

**July. 2018 – Sept. 2018**

- Managed the office's Instagram account and created visuals for events
- Supported student orientation and live event coverage

## **EDUCATION**

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Luxury Brand Management Diploma – Lebanese American University (2021)

BBA in Business Marketing – American University of Beirut (2019)

American High School Diploma (Valedictorian) – Zahrat Al Sahraa International School, Saudi Arabia (2015)

## **CERTIFICATIONS**

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Google: Ads Search, Analytics

HubSpot: Inbound, Content Marketing, Email Marketing

SEMRush: Content Marketing

Snapchat: Creator Certification

META: Certified Creative Strategy Professional

## **SKILLS**

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Core Skills: Social Media Strategy · Influencer Marketing · Paid Media · Content Planning · Campaign Management · Community Management

Analytics & Tools: Meta Ads · TikTok Ads · Google Analytics · SEMrush · Hootsuite · Sprinklr · Iconosquare · Sprout Social · TalkWalker · HypeAuditor

Creative & Technical: Adobe Photoshop · Illustrator · Copywriting · SEO

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