

# Tarek Otari

Beirut, Lebanon

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## EDUCATION

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**Beirut Arab University (BAU)**, Beirut, Lebanon

*September 2020- June 2024*

**BA in Business Administration** with a Marketing Concentration

Graduated: May 2024

**Lycée Abdel Kader**, Beirut, Lebanon

*September 2005- June 2020*

**Baccalaureate in Scientific** with a Chemistry emphasis

## PROFESSIONAL EXPERIENCE

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**Paid Social Executive at OmniCom Media Group** – Beirut, Lebanon

*July 2024 – June 2025*

- Completed a two-month Graduate Trainee program before promotion to Paid Social Executive.
- Created, managed and optimized paid campaigns across social media platforms such as Meta (Facebook & Instagram), TikTok, Snapchat, X (Twitter) and LinkedIn.
- Worked on high-profile regional and global accounts, including Visit Qatar, Chanel, Clorox, Sadia, and Arabian Automobiles.
- Conducted performance tracking, reporting, and analysis using platform insights and third-party tools.
- Collaborated with internal teams to plan and execute audience targeting strategies, creative optimizations for placements and campaign planning.
- Contributed to client presentations, campaign ideation, and performance reviews.

**Social Media Marketing Internship at Teck You** - Hadath, Lebanon

*June 2023 – August 2023*

- Developed comprehensive marketing strategies, enhancing client engagement and brand visibility across diverse social media platforms including Instagram, LinkedIn, and Facebook.
- Created and executed monthly content grids, resulting in consistent and engaging social media presence for clients, driving increased user interaction and follower growth.
- Proactively contributed innovative post ideas on various topics, supporting the delivery of dynamic and valuable content to the clients' audiences.

**Consumer Behavior Project for Moustapha Al-Labban** - Hamra, Lebanon

*November 2023 – December 2023*

- Conducted comprehensive consumer behavior research within the perfume industry, identifying key preferences and trends.
- Performed thorough competitor analysis, dissecting local and international market dynamics to guide strategic positioning and differentiate from rivals.
- Developed strategic recommendations to align marketing initiatives with consumer preferences to gain a competitive edge.

## CERTIFICATES

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**IC3 Certificate**, Provides Three Unique Certificates, Beirut Arab University

*March 2024*

- Certified and Proficient in Microsoft Office (Microsoft Word, PowerPoint, and Excel).
- Certified in Social Media Network Management; demonstrating proficiency in effectively managing, leveraging, and using various social media accounts to their full potential (Instagram, Facebook, ...etc.).
- Certified in Digital Media, showcasing proficiency in utilizing various digital platforms, content formats, and technologies to create compelling online experiences and drive digital initiatives.

## SKILLS & PERSONAL

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**Languages:** Fluent and Proficient in Arabic, English and French.

**Technical Skills:** Ads Managers, Paid Social Platforms, Microsoft Word, Microsoft Excel, Microsoft PowerPoint.

**Soft Skills:** Adaptable, Strategic & Analytical Thinking, Strong Attention to Detail, Creative Problem Solver, Time Management, Curious & Eager to Learn, Collaborative Team Player.

**Interests:** Motorcycles passionate, Puzzles such as the Rubik's Cube, Gaming, Technology & Innovations and Traveling.