

Kamal Mounir Awde
Entrepreneur
Chouf, Lebanon
+961 81/718008
Kamalawde18@gmail.com

Profile: Junior Digital and Social Media Marketer with hands-on experience in social media management, content creation, organic growth, and entry-level paid advertising. Meta Certified with practical knowledge of Meta Ads Manager, audience targeting, campaign setup, and performance tracking. Skilled in content scheduling, basic copywriting, community engagement, and analyzing key metrics such as reach, impressions, and engagement. Proficient in tools such as Canva and Cap-Cut, with a strong understanding of social media trends. Highly motivated, and eager to contribute to brand growth while continuously developing digital marketing skills.

Education:

- **2005 – 2013:** La Cime High School
- **2014 – 2019:** Irfan high School
- **2020 – 2021:** Marj high School, Graduated from **Life Science**
- **February 2022 – June 2025:** Beirut Arab University, BE in **Biochemistry**

Experience: (December 2023 – Present)

1) Business Founder & Marketing Specialist

- Launched and scaled **Silverado Hub**, a USA-based drop-shipping business managed remotely from Lebanon, overseeing product sourcing, supplier coordination, order fulfillment, logistics, and customer support.
- Built **strategic partnerships with influencers and automotive-related pages** to strengthen brand presence and credibility within the truck enthusiast community.
- Grew Silverado Hub's social media platforms to an audience of **80k+ followers**, driving strong engagement and organic growth across the brand's online presence.
- Designed and executed **targeted content strategies** (campaigns, reels, stories, and posts) to boost visibility, brand loyalty, and customer retention.
- Improved **engagement and conversion rates** by delivering consistent, value-driven content and aligning branding with audience interests.

2) Meta Advertising Executive

- Planned, launched, and optimized Meta advertising campaigns to drive engagement and Sales.
- Specialized in audience segmentation, retargeting strategies, resulting in higher-quality leads and improved conversion rates.
- Delivered consistent results across e-commerce sales, influencer collaborations, and niche automotive promotions, strengthening Silverado Hub's digital presence.

3) Creative Content Developer

- Designed engaging digital creatives for advertising campaigns, social media content and product branding tailored to Silverado Hub's audience.
- Produced modern, brand-consistent graphics and short-form video content using Canva and Cap-Cut Pro, enhancing campaign performance and audience engagement.

Skills:

Digital Marketing – Social media management – social media marketing – Branding & Creative Design

Certificates: (Available upon request)

- ❖ **Meta Certified Digital marketing – Continuing Education Center (CEC), Beirut Arab University**
- ❖ **Social Media Marketing – Continuing Education Center (CEC), Beirut Arab University**
- ❖ **Introduction to Marketing – Coursera**
- ❖ **How to Set Up a Facebook Ads Campaign – Coursera**

Languages:

- Arabic [Mother-tongue]

- English [Very Good Spoken and Written]