

Omar Daouk

Beirut, Lebanon

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EDUCATION

Lebanese American University Aug 2016- June 2019
Bachelor of Science in Business with an emphasis in International Business; CGPA: 3.10/4.00

Al Makassed Omar Ben El Khattab Sep 2011- June 2016
Lebanese Baccalaureate, Economics & Sociology Section

PROFESSIONAL EXPERIENCE

Madison Creative Agency – Beirut, Lebanon Dec 2023 – Nov 2025

Social Media Account Manager/Paid Ads Media Buyer

- Took part in client-facing sessions and participated in implementing business development solutions for clients to optimize their content and social media calendars
- Created and scheduled dynamic content calendars and social media posts for different clients (ecom and leadgen) - and monitored key KPIs using the Sprout Social tool
- Formulated creative content ideas and developed engaging posts for clients that boosted their online presence by an average of 15%
- Developed and executed paid ad campaigns and media strategies on Meta Ads to meet client and business objectives
- Managed ad budgets and bids effectively to ensure efficient budget pacing and achieving key KPIs for the clients

Skudlers Marketing Agency – Beirut, Lebanon

Dec 2022 – Nov 2023

Social Media Account Executive

- Implemented the marketing and advertising strategies of the agency's clients across multiple platforms using Meta Business Suite (Instagram – Facebook)
- Participated in client onboarding and follow-up sessions to optimize future strategies using the relevant KPIs
- Pitched and produced engaging content for the agency's social media pages for growth and engagement purposes

The Creative Nine – Beirut, Lebanon

June – Nov 2022

Social Media Community Manager

- Developed and managed content calendars to schedule - manage & monitor social media posts across multiple social channels using Hootsuite
- Created and maintained a content library within Hootsuite for easy access to scheduled posts and future content.
- Pitched and produced engaging content for the agency's social media pages and set up a reply bank to address customer and prospects' queries

The Wonderful Bureau – Beirut, Lebanon

March – May 2022

Social Media Community Specialist

- Utilize Hootsuite to schedule, manage, and monitor social media posts across multiple platforms (Meta – LinkedIn – X)
- Delivered multiple client-oriented social media plans for the clients and internal stakeholders in addition to producing analytical reports to provide valuable campaign insights using Sprout Social

LEADERSHIP AND COMMUNITY ENGAGEMENT ACTIVITIES

C&P – Social and Economic Community

Head of logistics & operations

Jan – Oct 2020

- Proactively coordinated logistics of the upcoming talks while recommending new topic ideas

Lebanese American University

Secretary/Interim President of the LAU Football Fans Club

Aug 2017-Aug 2018

- Organized, led, and oversaw regular club meetings and events
- Posted all club-related content on the official social media pages, increasing club engagement

CERTIFICATIONS AND TRAINING

- Coursera Content Creation for TikTok, YouTube, Instagram, and Facebook Certificate September 2025
- Certiprof Digital Marketing Professional Certification July 2025
- Meta Social Media Marketing Professional Certificate April 2025
- Google Ads Search Certification by Google April 2025
- Social Media Marketing Strategy Certification by HubSpot II April 2025
- Social Media Marketing Strategy Certification by HubSpot I March 2025
- Advanced Social Media Certification Program by Simplilearn May 2022
- Google Ads Display Certification February 2022
- The Fundamentals of Digital Marketing & Maharat Min Google Certificate March 2020

SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Meta Ads
- Meta Business Manager
- Sprout Social
- Hootsuite
- Canva
- Google Sheets
- Video Editing (Filmora & CapCut)

REFERRALS

Omar Awad

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