
Amani Kdough

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Social Media Manager with experience in Content Creation, Content writing, and SEO copy. Skilled at writing clear, direct content for websites, product pages, and digital platforms in English and Arabic. Able to meet deadlines, follow brand guidelines, and produce consistent written material for different audiences.

WORK EXPERIENCE

Marketing Specialist | Elscedres

Dec 2025- present

- Managing websites, optimizing content, executing search engine optimization (SEO) strategies, overseeing social media campaigns.
- Advertising and Promotions, Analytics and Reporting, Collaboration and Communication, Managing clients social media accounts, Developing profitable and comprehensive marketing
- Strategically expand social media presence, evaluate new platforms and optimize content for different audiences internationally, Create Social Media Reports, key metrics & visualizations and create customized Social Reports for clients, Coordinate digital outreach campaigns for product launches, Respond to customer service inquiries, Participate and contribute to strategic planning meetings

Blog Writer |My Worthy Home, New York (Remote)

Jun 2025 – present

- **Responsibilities**
 - Write SEO-based blog posts and product descriptions for home and lifestyle categories.
 - Research keywords and products related to home goods, kitchen items, furniture, baby products, and pet supplies.
 - Prepare weekly posts and upload final drafts on the publishing platform.
- **Achievements:**
 - Wrote over 10 blog posts covering multiple product categories.

Content Writer and Social Media Manager | Nonprofit Wellness Center (Remote) 2024

Oct 2022-Jul

- **Responsibilities**
 - Wrote social media posts and captions related to mental health topics.
 - Created written content for Instagram layouts and coordinated with the design team.
 - Prepared bilingual (Arabic/English) content for social media, website pages, and internal documents.

- Translated materials between Arabic and English.
- Assisted in planning monthly content calendars.

- **Achievements**

- Supported consistent posting across platforms and contributed to clearer communication of mental health topics

Freelance Content Creator and Social Media Manager Self-Employed 2022 - Present

- **Responsibilities**

- Worked with small businesses on social media content.
- Prepared scripts, captions, and visuals for TikTok and Instagram posts.
- Created product-focused content for a sportswear page (TopBrand).
- Managed content planning and posting schedules for client accounts.

- **Achievements:**

- Produced short-form content that reached between 50k–80k views on client videos (including promoted posts).
- Assisted clients in maintaining regular posting and clearer messaging.

EDUCATION

Master's 2 in English Language and Literature | Lebanese University, Beirut

2025-present

- Thesis in progress

Bachelor's degree in English Language and Literature | Lebanese University, Sidon

2021-2024

CERTIFICATES AND LICENSURES

Social Media Marketing | Meta, Coursera

Writing & Editing (Word Choice, Structure) | University of Michigan, Coursera

Content Marketing | HubSpot Academy

Digital Marketing | Coursera

LEADERSHIP & INITIATIVES

-Aspire Leaders Program Alumni

Completed communication and leadership training with an international cohort.

-Youth Leadership Program (UNDP)

Training in advocacy, design approaches, and community initiatives.

-SDG Brain Lab (UN Global Compact Lebanon) Alumni

Participated in research and social innovation activities.

-Founder, English Society Club | Lebanese University

Organized events, book discussions, and student activities.

-Student Representative, Literature Branch | Lebanese University

Communicated between students and faculty and supported scheduling needs.

SDG Projects (Brief): Completed projects related to youth mentorship (SDGs 4 & 8), gender equality research (SDG 5), and digital sustainability (SDG 13).

PROFESSIONAL SKILLS

Content Writing: Blog posts, SEO writing, captions, product descriptions, social media posts

Digital Skills: Social media scheduling, analytics, keyword research

Tools: Canva, Google Workspace, Microsoft Office

INTERPERSONAL SKILLS

Clear communication • Time management • Adaptability • Attention to detail

Language Skills

English: Proficient | **Arabic:** Native | **French:** Basic