

OMAR ANOUTI

Content Support Executive | Social Media Marketer | Media Buyer

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PROFESSIONAL SUMMARY

Content Support Executive with **3+ years** of experience, including **2 years in technical/content support** and nearly **1 year in marketing**. Skilled in client communication, issue resolution, and cross-team collaboration in fast-paced environments. Experienced in supporting marketing goals through content accuracy, analytics, and platform management, with practical knowledge of **Meta Ads, Shopify, and digital marketing tools**. Certified in digital marketing and business fundamentals, with a strong academic background in marketing.

EDUCATION

Bachelor of Business Administration | BBA, Marketing

Beirut Arab University
Sept 2020 - June 2023

WORK EXPERIENCE

Content Support Executive

Feb 2024 – Present

Carma, Beirut

- Create, update, and maintain online sources on the crawler to ensure accurate data extraction.
- Analyze articles to identify missing or outdated content and ensure correct extraction and delivery.
- Coordinate with internal teams to guarantee accurate content collection and client delivery.
- Respond to client queries with strong problem-solving and communication skills.

Social Media Manager (*Freelance*)

August 2025 – Present

Elevate Supplements, Lebanon

- Plan, launch, and optimize Meta Ads campaigns, including audience targeting and performance tracking.
- Manage the brand's social media presence, creating and scheduling content to boost engagement.
- Design visual content using Canva.
- Oversee brand management, ensuring messaging aligns with marketing goals and audience expectations.

Junior Marketing Executive (*Project-based*)

Nov 2023 – Feb 2024

Digital Future, Beirut

- Developed and executed targeted marketing campaigns to increase brand awareness and engagement.
- Conducted market research to identify trends and opportunities and support strategic planning.
- Managed social media accounts, creating content and engaging with followers.
- Tracked campaign performance using analytics tools and prepared reports for future improvements.
- Assisted in budget planning and maintained a content calendar for timely campaign execution.

Sourcing Specialist *(Freelance)*

Recrunova, USA

Dec 2022 – May 2023

- Supported STEM professionals with networking and personal branding to improve job search success.
- Helped visa-holders (e.g., H1B) gain a competitive advantage and secure employment opportunities.
- Assisted recently laid-off individuals with job placement and career guidance.

Marketing Intern

NokNok, Beirut

Nov 2022 – Feb 2023

- Assisted in developing marketing plans and KPIs aligned with financial goals and brand strategy.
- Built content calendars and executed digital campaigns across channels.
- Managed influencer outreach and partnership initiatives.
- Supported loyalty programs and in-app marketing activities (push notifications, promo codes, cashback).

SKILLS

- Content Support & Quality Assurance
- Client Communication & Problem Solving
- Social Media Management
- Digital Marketing Campaigns
- Brand Management & Positioning
- Audience Targeting & Ad Optimization
- Data Analysis & Performance Reporting
- Cross-Team Collaboration
- Content Creation & Copywriting
- Time Management & Multitasking

PLATFORMS & TOOLS

- Meta Ads Manager (FB & IG)
- Canva
- Shopify
- Microsoft Office/ Google Workspace
- Social Media Platforms (Instagram, Facebook, TikTok, LinkedIn)

CERTIFICATES

- Fundamentals of Digital Marketing
- Finance for Non-Financial Managers
- IC3 Digital Literacy Certification

LANGUAGES

- Arabic – Fluent
- English – Fluent