

Omar Al Fil

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Personal Profile

A multitalented content producer looking to help tell stories and convey ideas through media, whether by creating visuals, authoring text, or a combination of both. My work experience has given me a vast knowledge of both traditional and digital media industries, which I have leveraged to understand the content production mechanism. I've also worked in multidisciplinary settings, which has taught me adaptability and piqued my curiosity in various subjects.

Professional Background

Wamda, Digital Producer

(February 2015 - November 2017)

Duties:

- Overseeing visuals used in Wamda's Media platform and on social media
- Managing content distribution of media stories across multiple social media platforms, targeting a diverse, bilingual audience
- Creating and managing social media campaigns for third-party events and programs
- Built and maintained Wamda's voice on social media
- Built and maintained Facebook advertising campaigns for media stories, using the Facebook Advertising tool
- Prepared, oversaw, or published various creative contributions (writing stories, producing visuals)
- Researched, prepared, and oversaw social media videos, produced by a contracted freelancer

Groovy Antoid, Sound Designer

(March 2015 - September 2017)

Duties:

- Found or created appropriate sound effects that convey the tone of a video game world
- Composed original music to set the mood of a video game

Cirrus Brass Design, Graphic Designer

(March 2014 - February 2015)

Duties:

- Conceptualizing and designing digital and print materials based on client briefs, such as branding, packaging, and print ads

Beirut.com, Writer

(September 2013 - March 2014)

Duties:

- Researching interesting cultural happenings in Beirut, through social media and word of mouth
- Conceiving, writing, and publishing stories, lists, and local business listings
- Writing sponsored content, finding a balance between the needs of the client and the style and tone of the website
- Designing and illustrating accompanying visuals for stories and lists

Additional Achievements

- Freelance design and illustration work which includes posters, album covers, and event branding
- Freelance writing for various English language publications and clients, including [Red Bull](#), [Brownbook](#), and [F / I / M ² / P](#)
- Senior year university project "[Joura](#)", a 12 strip webcomic on the hardships of being a comics fan in Lebanon, was exhibited at the [5th annual Festival of Arab Culture in Pilsen](#), held in the Czech Republic in 2014

- Various instrumental hip hop tracks released under a Creative Commons license as "[Elepheel](#)" have been used in online videos by companies such as [Forbes](#), [BuzzFeed](#), and [RipStik](#)
- Founding member of the Beirut-based comics collective [Zeez](#), whose debut mini comics collection "Swarm 1" has been featured in The Economist's [1843 magazine](#)

Educational Background

[Rafik Hariri University](#), BS in Graphic Design

(September 2010 - August 2013)

Professional Skills

- Writing in English, speaking and reading Arabic
- Illustration and design (Adobe Photoshop and Adobe Illustrator)
- Social media (Facebook, Twitter, LinkedIn, Instagram, Hootsuite)
- Video editing (Adobe Premiere)
- Audio editing (Adobe Audition)
- Music production (Ableton Live)

Personal Skills

- Creative thinking and problem solving
- Digital native with attention to detail
- Extensive knowledge of pop culture and media
- A distinctive sense of humor