

## WALID MAURICE SADER | STRATEGIC DIGITAL INNOVATOR

Beirut, Lebanon//Remote

✉ [walidsader@gmail.com](mailto:walidsader@gmail.com) | ☎ +961 3 527 055 | 📧 @walid\_sader

🔗 <https://linktr.ee/walidsader> 📖 <https://medium.com/@waleedsader>

As a creative and skilled individual, I am highly motivated to explore new ideas and apply my knowledge and skills for continuous improvement. I enjoy solving problems using my analytical skills and simplifying complex knowledge for customers and stakeholders. My recent endeavors in Web3, real-time data technology, ecosystem growth and community engagement have further enriched my skills and expertise. Currently, acting as a head of content and client relationship manager for a Web3 start-up and active Ambassador representing Silencio Network in Asia. Thrives in dynamic environments and driven by the opportunity to make a meaningful impact.

### Areas of Expertise Include:

- Content Creation and Development
- Market Research and Analysis
- Effectiveness Monitoring
- Community Engagement & Relationship Building
- Strong Interpersonal and Communication Skills

## WORK EXPERIENCE

**Head of Content – DePIN Connect**, Bridging blockchain and physical infrastructure, we connect projects with the vibrant Web3 community, 2023 – Present

- Leading social media management for DePIN Connect, embodying a paradigm shift in physical infrastructure using blockchain technology.
- Managing and overseeing social media accounts, ensuring minute-by-minute participation in brand-related conversations.
- Implementing social media strategies, content calendars, and production schedules, with a focus on real-time conversation and engagement
- Identifying key tactical moments for clients locally and swiftly putting them into action with the creative team.
- Collaborating with the social media performance team to ensure communication aligns with best practices.

**Marketing Consultant – Streamr Network**, Decentralized platform for real-time data infrastructure, enabling scalable and secure applications, 2020 – 2022

- Actively involved in the Web3 community, exploring Blockchain technology, decentralized applications, and real-time data utilization.
- Engaged as a community moderator on Discord, Telegram, and other platforms, fostering engagement and discussions.
- Proficient in creative content creation, marketing strategies, video editing, and photo editing tailored for marketing growth.
- Customized solutions in Web3, Blockchain, and Real-Time Data for urban challenges.
- Actively engaged in thought-provoking discussions on AI, Real-Time Data, and Blockchain.
- Enthusiastic about Decentralized Tech/IoT and actively creating content and publication in this space.

**Research Assistant – AUB**, American University of Beirut, 2016-2017

- Conducted fieldwork and GIS data management as part of a pedestrian safety and struggles over older adults' research project, collaborating with Professor Mehran Madani.
- Expertise in geo-referencing, digitization of maps, and conducting surveys for quantitative and qualitative data analysis.

**Digital Specialist & Photographer**, 2011 - 2016

- Consulted various clients in digitization technology and reproduction methods.
- Managed digital archives, developed Web database architecture, and provided training in photographic collection digitization and reproduction personal and member of the Arab Image Foundation.
- Specialized in architecture and industrial photography, utilizing industry leading software and hardware for image analysis and archiving.

**Account Manager** – MCAA, Advertising & Communication, 2007 – 2011

- Developed and executed client campaign strategies in collaboration with cross-functional teams.
- Conducted market research, prepared reports, and presented creative solutions to clients.
- Engaged in product, service, and advertising discussions for Toyota and Lexus in Lebanon.
- Worked closely with the Account Director to brief media, creative, and research staff.
- Conducted commercial photo shoots for various clients.
- Delegated tasks, oversaw advertising campaign status, and negotiated details with clients and agency staff.
- Presented creative work, monitored campaign effectiveness, and conducted market research.
- Demonstrated proficiency in creative, strategic, and client service capabilities.

**Web Administrator** - 5 INDEX, 2006 - 2007 Established in 1980, with the main objective of providing information to the business sector

- Responsible for installation of members on the website and follow-up with new and existing clients
- Offered customer technical support
- Monitored and updated website's traffic and database
- Prepared and executed e-mail broadcasting and online advertising
- Developed website knowledge and interaction
- Implemented training/follow-up for sales executives
- Business plan preparation for the company in Qatar and U.A.E.

**EDUCATION**

- **Graduate Studies in Urban Planning**, American University of Beirut - Lebanon, 2015-2017
- **Bachelor of Business Administration** - Major Marketing, UQAM/LCU, Lebanon Double Diploma in Partnership with L'Université du Québec à Montréal, 2001 - 2005 Baccalaureate Part II,
- **Elementary II Math Option**, Collège Notre-Dame de Louaizé - Lebanon, 2000

**TECHNICAL SKILLS**

Adobe Creative Cloud, Office 365, GIS, Docker, Blockchain, Video and Photo Editing Tools, Discord, Telegram, Computer Maintenance & Building, Windows and MacOS proficient

**INTERESTS**

Psychology, Tech Innovation, Personal Development, Urbanism, Music & Creativity, Photography, and Adventure activities.

**LANGUAGES**

Fluent in English, French and Arabic

**WORKSHOPS/ACHIEVEMENTS**

- Actively contribute to the web3 community, exploring blockchain and real-time data applications.
- Collaborated on conducting business plans and research projects across various industries.
- Engaged in strategic development workshops focused on integrated solutions and urban planning.
- Active participation in Tech Innovation in the Gulf Region (GITEX)
- Continuously explore and engage in business innovation, personal development, and smart cities innovation.

**CERTIFICATIONS**

- Designing Anti-rivalry: The Anti-Rival Business Design Toolkit, a fundamental reform to enable the best benefit from digitalization & digital resources. (ATARCA EU, Mar 2023)
- Introduction to Data Science (Asean Online Education AOE)
- Mapping Techniques Using Drones (Asean Online Education AOE)