

Omar Daouk

Beirut, Lebanon

Mobile: +961 71 891067 | Email:
odaouk6@gmail.com | LinkedIn URL:
<https://www.linkedin.com/in/omardaouk98/>

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
Lebanese Baccalaureate, Economics & Sociology Section Sep 2011- June 2016

PROFESSIONAL EXPERIENCE

Madison Creative Digital Agency – Beirut, Lebanon Dec 2023 – June 2025
Social Media Account Executive/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

July - Nov 2022

The Creative Nine – Beirut, Lebanon

Social Media Community Manager

- Developed and managed content calendars to schedule - manage & monitor social media posts across multiple social channels using Hootsuite
- Assisted designers in the creation of social media grids
- 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 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
- Produced analytical reports through Sprout Social that provided valuable insights to ensure effective campaign management

LEADERSHIP AND COMMUNITY ENGAGEMENT ACTIVITIES

C&P – Social and Economic Community

Head of logistics & operations Jan 2020-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

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| • 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

Senior Executive – Performance Marketing, Publicis Group

+961 81 583502

Omaar.awad.89@gmail.com