



Nationality: Jordanian

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Omar Samha

Content Manager & Head of Social Media

Objective:

Work with a company in a foreign relations field where I can apply my skills and languages to help the company develop new and lasting relation, also to be able to grow within that organization

Professional Experience



September 2023 – Content Manager & Head of social media Team

digimotive.ae

DiGi Motive specializes in developing online media campaigns utilizing a range of digital media solutions.

AL- Rabyieh - Amman – Jordan



March 2020 – August 2023 Content Manager & Head of social media

Motory.com

Motory Saudi Arabia is the largest specialized cars site

Khalda - Amman – Jordan

Content team management in Jordan & Saudi Arabia, and creation of workflow, and manuals, content strategy, and content curation (SEO, PR, blogs, product category descriptions, websites, social media, brochures, internal & external communication, online & printed promotions, brand guidelines, company profiles & presentations, email templates, and proofreading / revision of copies curated by the team, and SEO keyword research



September 2020 – February 2021 Content Manager & Head of Social Media Team

MENA Tech

Marketing and Advertising industry

Mecca Street - Amman – Jordan

Manage all the content about technology and business for our websites, magazines, brands, and companies, and target the right audience, research content based on the best marketing practices, and write effective content to market products and services.

- Copy writing, edit and proofread all company print and digital content, as well as all materials developed internally meant for external public.

- Developed content in the form of case study materials, social media posts and articles.
- Conducted interviews with a number of activists and youtubers and technology experts for production of feature-style content
- Developed content and distribution strategies to optimize organic growth on the platform
- Responsible for crafting site promotions, email newsletters, online outreach campaigns, managing social networks: Facebook, twitter, Instagram, YouTube, tiktok.
- Google Analytics, publishing campaign articles, promoting website, comment moderation, providing accurate database information.
- Assistant in website long-term planning, working closely with the technical team to maintain site standards with regard to new development.
- Prepared content, blog posts and press release drafts, and Supported the production of print, promotional and other marketing collateral
- Initiate effective marketing campaigns online, and translate business goals into successful marketing campaigns. They are Evaluate the needs of the consumer market and acquire knowledge about consumer trends and demands.
- Design and develop social media marketing campaigns and web design, SEO and print materials including advertisements and signs. Other duties include creating company and product content for promotions.



February 2020 – July 2020 – Content Manager & Head of Social Media
jowomenomics

Marketing and Advertising industry
Abdun Al Shmali - Amman – Jordan

Work Description:

Social Media Marketing, Website Marketing, Digital Marketing, Interactive Marketing, Community Management, Brand Awareness, Communications Strategy, Twitter, Facebook, LinkedIn, Friend Feed, YouTube, Yahoo! Answers, Blogging, Website Writing, Email Writing, Copy Editing, SEO

- Collaborate with a User Experience team of designers and developers to integrate content with website design and function for optimum communication
- Write and edit content daily, including Newsletters, press releases, functional copy, news, show reviews, posters, flyers, web banners, and editorial content for external sponsors and affiliates
- Establish and consult on company content style guides Create, deliver, and edit marketing materials
- Supervise social media outreach
- Deliver the content via LinkedIn, Twitter, Facebook, email, or direct mail
- Create brochures and promotional materials
- Provide support to the marketing department
- Promote products and services through public relations initiatives
- Develop marketing communications events
- Improve communication efficiencies within the company
- Keep the content up to date, incorporating blogs, and other tools to encourage customers to return to the site multiple times
- liaise with the other organizational teams to provide relevant and topical information to our online subscribers and external online audiences through email, social media, and website (including search engine optimization)



February 2016 – Present - Social Media manager & Content Manager

hawaaworld.com

Seventh circle - Amman – Jordan

Work Description:

- Writing, editing, and proofreading content for our portfolio sites (hawaaworld, Jamaluk, Zafafi, Yumyume & Albeet).
- Responsible for crafting site promotions, email newsletters, online outreach campaigns, managing Social networks (Facebook & twitter).
- Google Analytics, publishing campaign articles, promoting website, comment moderation, providing accurate database information.
- Assistant in website long-term planning, working closely with the technical team to maintain site standards with regard to new development.



April 2014 – February 2016 - Head of Social Media and Content Team

Net Advantage

Marketing and Advertising industry

Mecca Street – Amman – Jordan

Work Description:

Social Media Marketing, Website Marketing, Digital Marketing, Interactive Marketing, Community Management, Brand Awareness, Communications Strategy, Twitter, Facebook, LinkedIn, Friend Feed, YouTube, Yahoo! Answers, Blogging, Website Writing, Email Writing, Copy Editing, SEO

- Collaborate with User Experience team of designers and developers to integrate content with website design and function for optimum communication
- Write and edit content daily, including Newsletters, press releases, functional copy, news, show reviews, posters, flyers, web banners and editorial content for external sponsors and affiliates
- Establish and consult on company content style guides
- Champion Search Engine Optimization (SEO)
- Hire and train Jr. Content Specialist, assign and review work, manage and mentor growth and learning
- Developed content matrix and prepared various metadata values for content.
- Designed content for website, evaluated content and edit it as required.
- Ensure compliance to all editorial style while preparing content for websites.
- Performed troubleshoot on content and performed tests on same.
- Scheduled timeline and maintained status reports for completion of content.

Sticky post campaign:

- Create an action plan for all clients
- Send the material to Forum Management and ask him if we can launch this campaign in the forums
- Create a new content and send them to the client to get approval
- Submit daily post in the forum
- Monitor the campaign daily
- Create weekly report and send it to the client

Unofficial seeding campaign:

- Create an action plan for all clients
- Create a new content and send them to the client to get approval
- Submit daily post in the forums, and take screenshot for each post

- Monitor the campaign daily, and answer the user, and if there any question we can send it to the client
- Create weekly report and send it to the client

Facebook campaign:

- Find everything related to this product
- Create an action plan for all client
- Choosing the appropriate times to add posts
- Create the fan page
- Submit daily post in the fan page
- Monitor the campaign daily on the fan page, and if there any question we can send it to the client
- Create weekly report and send it to the client

Twitter campaign:

- Find everything related to this product
- Create an action plan for all client
- Choosing the appropriate times to add tweets
- Create twitter account
- Submit daily post in the twitter account
- Monitor the campaign daily on the fan page, and if there any question we can send it to the client
- Create weekly report and send it to the client

SEO campaign:

- Choose the keywords for website
- Choosing the right keywords is important for the success of your search engine optimization campaigns
- Decide which pages of website should be found on search engines.
- Should be convincing and they should have a good conversion rate
- Create an action plan for all client and send it to get approval
- Find everything related to this product, articles, news, videos
- Create content and send it to the client, or we can be add it directly if we have a permit to enter
- Create weekly report and send all the new results to the client

Videos campaign:

- Find all videos related to this product or website
- Choosing Latest Videos
- Add the videos daily
- Follow-up All Comments

Supporting micro site project:

- Find everything related to this product, articles, news, videos
- Choosing the right keywords is important to the success of your search engine optimization campaigns
- Choosing Latest articles
- Create a new content and send them to the client to get approval

Analysis campaigns

- After the end of each campaign, we create case studies and sending to the sales team with the detailed report about the campaign and the positive points and negative points in the campaign



December 2010 – April 2014 - Senior Copywriter & social media specialist
SnsEO (social networking services & search engine optimization)

Marketing and Advertising industry
Sweifieh – Amman – Jordan

Work Description:

Social Media Marketing, Website Marketing, Digital Marketing, Interactive Marketing, Community Management, Brand Awareness, Communications Strategy, Twitter, Facebook, LinkedIn, Friend Feed, YouTube, Yahoo! Answers, Blogging, Website Writing, Email Writing, Copy Editing, SEO

- write compelling content that attracts target audience to your Web site like a magnet
- Writing and optimizing Web sites to article marketing and email marketing
- create quality inbound links to improve websites authority and increase relevant visitors that can convert into customers
- Identify key online social platform to reach out for more customers

- Establish awareness and gather feedbacks about the company or its associated products through other online social communities
- Improve SEO (Search Engine Optimization) of company's websites by establishing as many unique referral links as possible
- Produce, edit, update and translate a variety of communication material and documentation, such as: publications, proposals, reports, concept papers, agreements, corporate brochures and flyers, presentations, articles, press releases, newsletters, fact sheets, program and organizational profiles, case studies, success stories, website postings and information packages... etc.
- Researches technical, scientific, and legal phraseology to find the correct translation.
- Ensure the operational integrity of the websites, applications and infrastructure
- Provide original and innovative editorial content for our viewers. This involves both writing and editing content.
- Providing accurate database information, forum supervision, plan and do special coverage for major events, championships, review and publish comments



March 2010 – December 2010: Sports Chief Channel Editor

Jeeran

Swefiyeh – Amman – Jordan

Work Description:

Writing, translating, editing & reviewing sports news, SEO, World Cup 2010 live coverage, Google Analytics, publishing campaigned articles, promoting website, comment moderation, providing accurate database information, assisting in website long-term planning, live score follows up and full coverage of major international events and championships.

- Convert written material from English to Arabic and from Arabic to English, original

- Proofread and edits final translated versions.
- Prioritize work to meet deadlines.
- Implement the day-to-day site presentation, layout and updates for the relevant websites along with the development of new content.
- Ensure the operational integrity of the websites, application And infrastructure
- Provide original and innovative editorial content for our viewers. This involves both writing and editing content.
- Do my best to keep my viewers up-to-date
- Manage several articles at once while maintaining high editorial standards
- Manipulate images and data while combining this with an ability to be accurate in my technical detailing of information and compelling in my descriptive copy
- Writing, editing & reviewing news, write headlines, select photos, rank stories.
- Review the Arabic, English & Spanish press and rewrite good stories, conduct high level interviews and write original stories.
- Translating news articles.
- Providing accurate database information, forum supervision, plan and do special coverage for major events, championships, review and publish comments



Sept. 2009 – December 2014: Part Time Match Reporter
Real Time Sportscast (RTS)

Work Description:

Covering Jordan Premier League's matches live from stadiums.
Covering major events that take place on Jordanian soil.
Reporting every event during the match; in English with statistics.



July 2006 – February 2010: Sports Content Editor
Arab Radio & Television (ART)

Jordan Media City – Amman – Jordan

Work Description:

- Writing, editing & reviewing sport related news, providing accurate database information, assisting in website long-term planning, forum supervision, live score follow up and full coverage of major international events and championships.
- Write headlines, select photos, rank stories, review the Arabic press, translate and writing good stories, conduct high levels the interviews and write original stories, edit stories by journalists and coach junior staff writers.
- Plan and special coverage for major events, championship, review and publish comments, select and publish opinion pieces, develop and ensure compliance with style guide, contribute of the long-term planning for the website, conduct research in Arabic and English, good network of contacts and potential sources, knowledge of news style from (news agencies).
- Edited International and Arabic sports pages on a daily basis, including news pieces, features and articles>
- Overseeing the Correspondents' team, communicated with them to ensure the best and most exclusive coverage for the regions they cover.

- Engaging in research & content collection/analysis for writing sports news, created/implemented original content and planned coverage of sports events in the Arabic region
- Responsible for providing and editing sports content on a daily basis, including news pieces, features, new articles etc.
- Engaging in research & content collection/analysis for writing sports news, create & implement original content
- Check local and international news sources regularly to ensure website freshness
- Liaising with Editor-in-Chief and the correspondents, plan coverage of sports events in the Arabic region
- Maintain regular communication with the correspondents to ensure best and exclusive coverage for the regions they cover
- Create single-loop feedbacks viz. Real Time Polls etc.
- Edit/proofread Junior Editors, Correspondents and news agencies content, to ensure adherence to website editorial style
- Coordinate with Developers/IT staff to assess technical challenges
- Moderating user generated content, communicate with website users through
- Opinion pieces and 'match live coverage' comments
- Liaise with the Marketing personnel to ensure integration of SEO



Dec. 2000 – May 2006: Data Entry & Operations

Samha for Metal work and decoration.

Zarqa- Jordan

Work Description:

Sales & Purchasing Information Entry
Bank Accounts follow up
Salaries follow up
Management Assistance

Computer skills

- Excellent Computer Skills (Excel, Word, Power Point).
- Content Management System (CMS)-Excellent.
- Typing (English & Arabic) - Very good.
- Windows and internet -Excellent.
- Communication skills and web researching skills

Qualification Keys

- Strong research sense and high problem-solving skills.
- Team leadership and supervision.
- Strong aptitude for learning new computer technologies.
- Proven ability to work in team environment.
- Good communication skills.
- Ability to work under pressure

Profile:

- Ambitious
- Hard worker
- Dependable
- Responsible
- Assertive
- Result oriented
- Enthusiastic
- Confident
- Faithful
- Strong writing and editing.
- Creative brainstorming.
- Web analytical and reporting skills.