



# Omar Abu-Zaid

Senior Video Editor/Motion Graphic Designer

Marketing & Social Media Manager

## Contact

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## Profile

As a highly skilled and versatile professional, I bring a wealth of experience in video editing, motion graphics design, and social media marketing to the table. With a passion for visual storytelling, I have honed my expertise in crafting captivating video content that leaves a lasting impact on viewers.

With a track record of success in video content creation & editing, motion graphics design, and social media marketing, I am equipped to excel in roles that demand creativity, innovation, and strategic thinking. I am eager to leverage my skills to contribute to dynamic projects and play a pivotal role in driving growth and visibility for organizations seeking a competitive edge in the digital landscape.

With an unyielding commitment to delivering excellence, I am confident that my unique blend of technical proficiency and artistic vision will be an invaluable asset to any team.

## Skills

Creative Videography/Video Editing  
Motion Graphics Design  
Strategic Social Media Marketing  
Client-Centric Collaboration  
Project Management

## Work Experience

Marketing Manager, Mail Boxes Etc. UAE

2022 - Present

- Successfully created and managed all social media platforms for the company, including Facebook, Instagram, Twitter, and LinkedIn, achieving a combined follower growth of over 30% within the first six months.
- Designed and launched several highly successful social media and email marketing campaigns that led to a substantial boost in customer engagement and generated a 20% increase in website traffic.
- Led the design and production of high-quality print collateral, such as brochures, flyers, and business cards, ensuring consistent brand messaging and a professional image for the company.
- Instrumental in the development and launch of the company's website, overseeing all visual content and collaborating with web developers to ensure an appealing and user-friendly interface.
- Implemented data-driven marketing strategies and analyzed key performance metrics to optimize marketing efforts, resulting in a 15% increase in lead generation and conversion rates.
- Fostered strong relationships with influencers and industry partners, leading to successful brand collaborations and expanding the company's reach to new audiences.
- Received commendations from senior management for exceptional creativity and innovation in video editing and motion graphics projects, contributing to improved brand recognition and customer loyalty.

Senior Video Editor, ElMaestro Youtube Channels

2021 - 2022

- Demonstrated exceptional skills and expertise in video editing and motion graphics, resulting in all 6 channels reaching a remarkable milestone of 1 million subscribers each.
- Made significant contributions to the channels' success, with the total views of all videos exceeding an impressive 300 million views.
- Collaborated with cross-functional teams to create engaging and visually stunning video content, attracting a large and dedicated viewership across various channels.
- Received recognition for innovative and creative video production, contributing to increased engagement and brand awareness for the channels.
- Proven ability to effectively manage and coordinate complex video production projects from ideation to post-production, ensuring timely delivery and high-quality output.
- Mentored and trained junior video editors, playing a key role in their professional growth and development.
- These achievements highlight your exceptional impact in the field of video editing and motion graphics, demonstrating your ability to deliver outstanding results and drive success for the channels you worked with.

Video Editor, AlBarq Media

2020 - 2021

- Demonstrated exceptional dedication and efficiency, managing an impressive volume of video content ranging from 30 posts and reels to 120 posts and reels per day.
- Played a significant role in driving the main channel's growth, reaching a remarkable milestone of over 500,000 followers.
- Showcased remarkable productivity and creativity, contributing to the creation and editing of a total exceeding 10,000 videos within a year and a half.
- Received positive feedback from clients and viewers for the visually stunning and engaging motion graphics videos produced.
- Proven ability to work under pressure and meet tight deadlines, ensuring the timely delivery of high-quality video content.
- Collaborated effectively with cross-functional teams, contributing to the seamless execution of video projects from start to finish.
- Utilized innovative video production techniques and motion graphics tools to enhance the overall quality and appeal of the content.