WHATSAPP
+212 639 548 072
EMAIL
attaromar04@gmail.com
LINKEDIN
linkedin.com/in/omar-attar
WEB
omarinsocial.com

OMAR ATTAR

I grow brands from *zero* with content people stop scrolling for.

ROLE	BASED IN	SPEAKS	STATUS
Social Media Manager · Audiovisual journalist	Fès, Morocco, working worldwide	Darija, Arabic, English, French	Open to projects & roles

I studied audiovisual journalism, so I think in stories first and posts second. For the past two years I've run social media for brands in Kansas City, Mississippi, Georgia and Fès: planning, filming, editing and growing their accounts as a one-person team.

SELECTED RESULTS

DayfLove	+627 followers since August with no ads (539 in Aug 2026 → 1,166 on 25 Oct 2026); 50 → 1,166 overall (Jan – Oct 2026). Organic reels: 170K, 147K and 93.6K views.
Beauty Icon KC	374,496 organic views in 30 days, 91.1% from non-followers; profile visits +487.3%; top reel 66,394 views and 1,672 shares. Sales up 30% in March (client-reported).
Beauty Queen Vicksburg	200 → 2,560 followers (12.8×) within 3 months.

EXPERIENCE

NOV 2024 - PRESENT	**Social Media Manager**, RDN Marketing Agency Client accounts in the US, including Beauty Icon KC (Kansas City, Missouri) Beauty Queen (Vicksburg, Mississippi) and Beauty Queen Columbus (Georgia).
JAN 2026 - AUG 2026	**Social Media Manager**, DayfLove One-person content team for a wedding-tourism startup in Fès: strategy, filming, editing, design, ads and reporting.
DEC 2024 - FEB 2025	**Social Media Marketing Intern**, Weboost.ma
SEP 2024 - APR 2025	**Team Leader**, AIESEC Morocco
OCT 2024	**Multimedia Journalism Intern**, MEDINA FM
MAY - JUN 2024	**Writing Intern**, Radio Plus Fès

TRAINING

Licence Professionnelle in Audiovisual Journalism
IJMRT Fès · 2022–2025

Meta: Social Media Management · 2024

ALX: AI for Career Essentials · 2025

University of Pennsylvania: English for Journalism · 2022

WHAT I DO

Strategy & account management. Research, content pillars, monthly calendars and community management.

Short-form video. Hooks, scripts, filming and editing for Reels and TikTok.

Content & design. Carousels, reel covers and campaign visuals in the brand's style.

KIT

Research: Google Trends, Semrush

Plan: Google Sheets, Metricool

Edit & design: Premiere Pro, DaVinci Resolve, CapCut, Photoshop, Canva

Publish: Meta Business Suite