

Adam Rayan

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Professional Summary

Strategic content creator and social SEO specialist with extensive experience in bilingual production for TikTok, Instagram Reels, and YouTube Shorts. Expertise focuses on driving digital engagement through platform-native storytelling, influencer networking, and high-impact brand collaborations. Proven ability to optimize content for discoverability across the Arabic and English-speaking markets using data-driven trend analysis.

Key Achievements

- Developed high-performing bilingual social SEO strategies to maximize content discoverability across MENA markets
- Orchestrated end-to-end production of recurring video formats including GRWM and tutorials for major platforms
- Managed diverse brand collaborations across the food, beauty, and technology sectors
- Designed accessibility frameworks for social media captioning to enhance audience inclusivity
- Facilitated strategic influencer networking to drive collaborative growth and cross-platform visibility
- Leveraged regional trend analysis and search hooks to capture audience spikes and viral opportunities

Professional Experience

Short-Form Video Creator & Social SEO Lead - Adam Rayan Studio

JAN 2024 - Present | Amman | JO

- Direct the end-to-end production of short-form video content for YouTube Shorts and Instagram Reels to maximize platform engagement
- Engineer comprehensive bilingual keyword packages for captions and hooks to optimize social SEO and content discoverability
- Produce diverse recurring content formats including tutorials, vlogs, and unboxing videos tailored to platform-specific audiences
- Manage targeted advertising campaigns and digital promotions to drive brand awareness and audience growth
- Coordinate strategic networking initiatives to connect influencers and foster collaborative content partnerships
- Write and refine scripts in Arabic and English to ensure narrative consistency and high audience retention rates

Influencer Marketing & UGC Collaborator - Levant Digital Lab

JAN 2022 - JAN 2024 | JO

- Planned and executed influencer marketing collaborations across the food, beauty, and technology sectors
- Integrated Arabic search hooks and localized keywords to capture regional trend spikes and improve reach
- Developed structured accessibility captioning frameworks to improve content inclusivity on TikTok and Instagram Reels
- Monitored and analyzed regional social media trends to inform real-time content pivots and strategy adjustments
- Produced authentic User-Generated Content (UGC) that aligned with brand identities and audience expectations
- Collaborated on multi-channel content strategies to ensure consistent messaging across diverse digital landscapes

Skills & Competencies

TikTok | Instagram Reels | YouTube Shorts | Social SEO | UGC | Brand Collaboration | Content Creation | AI Tools | Arabic Copywriting | Video Editing | Trend Analysis | Platform-Native Storytelling

Languages

- *Arabic (Native)*

Education

- *B.A. in Digital Media & Communication, University of Jordan — 2021*

Courses & Training

- *YouTube SEO - 2021*
- *TikTok creative strategy - 2021*
- *Instagram Reels growth - 2021*
- *Social media accessibility - 2021*
- *Arabic copywriting - 2021*

