

ADAM RAYAN

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Objective

Influencer and short-form video creator looking for social media, UGC, and brand collaboration roles. I create Arabic and English content for TikTok, Instagram Reels, and YouTube Shorts using trend keywords, hashtags, AI tools, social SEO, and platform-native storytelling.

Experience

Short-Form Video Creator & Social SEO Lead - Adam Rayan Studio | 2024 - Present | Amman, Jordan

- Built bilingual keyword packs for captions, titles, spoken hooks, thumbnails, and playlists using search terms such as **ترندات تيك توك**, **الذكاء الاصطناعي**, YouTube Shorts, Instagram Reels, social SEO, and product placement.

- Produced recurring formats: GRWM **بالعربي**, what is in my bag, POV **عربي**, top 5, fit check, unboxing, reaction, tutorial, before-and-after transitions, and day-in-my-life vlogs.

Influencer Marketing & UGC Collaborator - Levant Digital Lab | 2022 - 2024 | Hybrid / Jordan

- Planned brand collaborations for food, beauty, fashion, travel, tech, finance, and fitness campaigns with Arabic search hooks and platform-native CTAs.

- Monitored regional trend spikes including **جمعة مباركة**, Jordan location searches, football match queries, and social-first AI content themes.

- Designed caption frameworks for Reels, Shorts, and TikTok using hashtags, chapters, subtitles, accessibility captions, and Arabic/English keyword repetition without breaking viewer trust.

Portfolio Ideas

- YouTube Shorts: AI tools in Arabic, Jordan travel vlog, football match reaction, Amman food review, how-to tutorial.

- TikTok: Do you actually, #bieberchella transition, top 5 bait-and-switch, what is in my bag POV, shake your money maker.

- Instagram Reels: OOTD, skincare routine, fitness journey, healthy recipe, product placement, UGC collab, nostalgia/Y2K style.

Education

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

- Creator coursework: YouTube SEO, TikTok creative strategy, Instagram Reels growth, social media accessibility, Arabic copywriting.

Languages

- Arabic - Native

- English - Professional

- Jordanian dialect - Native content voice

Research Note

- April 2026 public signals reviewed: TikTok Creative Center regional hashtags, Later April 2026 TikTok trend roundup, Later 2026 social trend report, Hootsuite Instagram hashtag/category data, YouTube SEO guidance, and Google Trends Jordan active queries on Apr 26, 2026.

- Keyword set is Arabic-first and intentionally broad for a fictional influencer CV injection demonstration.