

Bassam Salim Hammoud

Content Creator · Social Media Manager · Video Editor

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PROFESSIONAL SUMMARY

Content and social media professional with a BA in Radio and Television and seven years producing organic content for brands across fitness, education, and wellness. Hybrid skill set: shoot and edit short-form video in CapCut and CapCut AI, and own end-to-end social - content strategy, calendars, bilingual copy, community engagement, and performance review. Built a personal content brand from zero through organic content alone; now running social and content for multiple paid clients in parallel. Actively building AI-augmented workflows with HeyGen for AI avatar video and Remotion for programmatic production. Bilingual in English and Arabic - produces professional content in both languages for MENA and global audiences. Targeting remote content creator, social media manager, and digital media roles where production craft, platform fluency, and AI-native workflows create real value.

CORE COMPETENCIES

Short-Form Video Production | Social Media Management | Content Strategy & Calendars | CapCut & CapCut AI (Advanced)

AI-Augmented Content (HeyGen, Remotion) | Bilingual Content (English & Arabic) | Community Management & Engagement

Instagram Reels, Stories, Feed | Brand Voice & Visual Identity | Caption & Copy Writing | Meta Business Suite & Analytics

Campaign Design & Execution | Mobile-Native Production (iPhone) | Multi-Client / Agency-Style Workflow

WORK EXPERIENCE

Uruz Athletics

Oct 2025 -- Present

Content & Social Media Manager

Saida, Lebanon · Boutique fitness club, 100+ active members

- Own the complete content operation end-to-end: strategy, content calendar, Reels production, caption writing, publishing, and community management across Instagram in English and Lebanese Arabic.
- Shoot and edit all short-form video content (Reels) solo: concept, filming, CapCut editing, captioning, color correction, and publishing.
- Design and execute community engagement campaigns - challenges, interactive series, member spotlights - that drive measurable audience participation and in-club engagement.
- Write all social copy in both English and Arabic, maintaining consistent brand voice across languages and audience segments.
- Manage publishing cadence, coordinate promotional campaigns with business targets, and track content performance.

Freelance - Multiple Clients

2022 -- Present

Content Creator & Social Media Manager

Lebanon · Full strategic + production ownership for each client

- SWS Academy** (2024 -- Present) -- Sole content and social lead for a firearms safety and training academy. Built the page's visual and content identity from scratch. Produce educational Reels, on-site range demos, instructor features, and ad creative. Hybrid workflow combining on-site shooting at the range with remote editing and publishing. Ongoing retainer client.
- Pilatique Studio** (2026) -- Short-term production engagement for a boutique Pilates studio. Developed content direction and produced lifestyle and movement content aligned to the brand's aesthetic. Shot, edited, and managed publishing independently for the duration.
- B Pro Gym** (2022 -- 2024) -- Video and visual content creator during the gym's launch phase. Produced polished promotional content establishing the brand's visual identity from day one. Handled all production independently.

Independent Content Creator

Saida, Lebanon · Built engaged fitness audience from zero, no paid ads

- Grew Instagram audience organically over 7 years using only content marketing - Reels, educational posts, stories, and community interaction with no paid spend or agency support.
- Produce all content independently: ideation, filming, CapCut editing, thumbnail design, caption writing, publishing, and community management.
- Develop content series and educational posts covering training science, habit building, and long-term health that drive consistent engagement and inbound client inquiries.
- Experiment continuously with AI content tools - CapCut AI for automated editing, HeyGen for AI avatar generation, Remotion for programmatic video - and deploy what works at client scale.
- Operate the personal brand as a live content laboratory: test formats, hooks, and engagement tactics before deploying them on paid client accounts.

Lebanese International University (LIU)

2017 -- 2021

BA in Radio & Television · Video Production Training

Saida, Lebanon · Graduated with Honors

- Produced student documentary projects covering scripting, cinematography, editing, and post-production.
- Completed practical coursework in photography, studio production, digital media production, advertising creative, and script writing.
- Developed foundational skills in visual storytelling, shot composition, and narrative structure applied directly to social video today.

EDUCATION

Bachelor of Arts in Radio and Television - Lebanese International University (LIU)

2021 · Graduated with Honors

Communication Studies, Public Relations, Advertising Theory and Practice, Script Writing, Digital Media Production, Media Management, Documentary Making, Photography, Performance Theory.

CERTIFICATIONS

Fundamentals of Digital Marketing - Google Digital Garage	2022
Google Ads Search, Display, and Video Certifications - Google Skillshop	2022
EREPS Certified Personal Trainer, Level 3 and 4 (ACE Approved) - Inspire Fitness Academy	2019
Certified Special Population Trainer (EREPS/ACE Approved) - Inspire Fitness Academy	2021

LANGUAGES & ADDITIONAL

Languages: English (fluent, written and spoken), Arabic (native, written and spoken).

Remote-ready: Dedicated workspace, reliable connectivity, comfortable with async tools and any time zone (US, GCC, EU).

Portfolio: bassamhammoud.com - 23 selected videos across fitness, education, and wellness brands.