

WADIH HAJJ

SOCIAL MEDIA MANAGER & HEAD OF CONTENT

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Award-winning Social Media Manager and Head of Content with **11+ years** driving digital marketing, content creation, and brand storytelling across MENA and the GCC. Specialist in **social media strategy, short-form video, VFX/CGI/AI-driven content, brand identity design, client account management, and paid media**. Through The Slash, has delivered content and campaigns for global names including NBA Abu Dhabi, Red Bull, the Esports World Cup, FIBA, Qiddiya, Tencent, the FIFA World Cup, and EuroLeague. Skilled at leading multi-platform campaigns, supervising live streams and event coverage, and directing creative teams to measurable engagement growth. Holds **dual UAE and KSA residency**, enabling seamless collaboration across the Gulf.

KEY ACHIEVEMENTS

- Grew digital revenue at MTV Lebanon by **400%** through data-driven strategy and 360° marketing campaigns.
- Founded **The Slash**, Lebanon's first sports content platform — now delivering VFX, CGI, and AI-driven campaigns for NBA Abu Dhabi, Red Bull, the Esports World Cup, FIBA Championships, Qiddiya, Tencent, the FIFA World Cup, and EuroLeague.
- Grew Sagesse Sports Club's audience from **12,000 to 95,642 followers in two years** (8x) and launched **Sagesse TV**, the first dedicated digital sports channel in Lebanon.
- Built branding and visual identities for **20+ entities** across the GCC and Middle East in sports, entertainment, and media.
- Built Lebanon's **first digital ad network**, from technical infrastructure through to implementation.
- Winner of **3 industry awards**: Top 20 Advertising & Marketing Leader (Dubai Digital Awards 2020), Best Innovative Sports Marketing (Beirut Golden Awards 2023), and Top Digital Content Creator (BBAA Awards 2025).

PROFESSIONAL EXPERIENCE

Social Media Manager & Head of Content | NES Studios — Riyadh, Saudi Arabia (Remote) Oct 2024 – Present

- Lead social media management across **10+ client accounts**, building strategies and content calendars aligned to client goals and audience insight.
- Direct a **creative team of 4** producing VFX, CGI, AI-driven content, animation, and motion graphics for high-impact multi-platform campaigns.
- Own client account management end to end — creative briefing, feedback, delivery, and KPI reporting.
- Supervise creative workflows for live streams, tournaments, and events, driving real-time engagement.
- Manage and optimize Google and Meta ad campaigns, sharpening audience targeting and campaign efficiency.
- Set and hold deadline and quality standards across esports and entertainment accounts.

Founder & Creative Director | The Slash — Beirut, Lebanon Jan 2017 – Present

- Founded Lebanon's first sports content platform, producing digital edits, brand design, and marketing strategy for the regional sports industry.
- Produced VFX and CGI campaigns featured at global events including **NBA Abu Dhabi, Red Bull, the Esports World Cup, FIBA Championships, Qiddiya, Tencent, the FIFA World Cup, and EuroLeague**.
- Collaborated with **40+ elite athletes** and **5+ federations** across basketball, football, and padel on content and sponsorship activation.
- Pioneered the integration of AI and VFX into sports media storytelling and creative workflows.

Digital Consultant | MTV Lebanon — Beirut, Lebanon (Remote) Jul 2024 – Present

- Provide ongoing consultancy on advertising strategy, monetization, and platform growth.
- Advise on programmatic advertising, content planning, and analytics-driven campaign optimization.

Digital Account Manager | MTV Lebanon — Beirut, Lebanon May 2017 – Jul 2024

- Managed all digital advertising, reporting, and analytics across MTV's platforms.
- Delivered 360° digital campaigns that grew online revenue by **400%**.
- Drove programmatic advertising, paid social boosting, and content planning.
- Recognized with **5x Employee of the Month** awards for innovation and performance.

- Created the club's full branding and social media identity from the ground up.
- Launched **Sagesse TV**, Lebanon's first dedicated digital sports channel.
- Produced VFX, AI-driven content, video edits, and motion graphics across all club platforms.
- Grew the club's following from **12,000 to 95,642 in two years**, positioning Sagesse as the digital leader in Lebanese sports.

- Directed the full rebranding and digital transformation of Alfa Sports' platforms.
- Designed and executed digital marketing strategy, video production, and a complete content revamp.
- Delivered significant growth in audience engagement and digital asset quality.

- Built **Lebanon's first digital ad network**, from technical infrastructure through to implementation.
- Oversaw Google Ad Manager, AdSense, and analytics across multiple network websites.
- Managed programmatic and rich media campaigns, improving inventory utilization and yield.

SKILLS

Content & Media: Social Media Strategy, Content Strategy, Short-Form Video (Reels/TikTok), UGC, Content Creation, VFX/CGI/AI, Animation, Motion Graphics, Video Editing, Photography, Branding & Visual Identity.

Digital Marketing: Campaign Management, Media Buying, Paid Ads (Google/Meta), Programmatic Advertising, Influencer Marketing, Sponsorship Activation, SEO, Analytics & KPI Reporting.

Leadership: Creative Direction, Team Leadership, Content Supervision, Client & Account Management, Workflow Management, Community Management, Event & Live Stream Coverage.

Tools: Adobe Photoshop, After Effects, Premiere Pro, Illustrator, Meta Business Suite, Google Ads Manager, Google Analytics, TikTok Creator Center, AI Creative Tools.

EDUCATION

Bachelor of Computer Science
Saint Joseph University (USJ), Beirut, Lebanon · 2010 – 2014

Lebanese Baccalaureate
Saints Coeurs Ain Najem School · 2009 – 2010

LANGUAGES

Arabic — Native
English — Proficient
French — Proficient

CERTIFICATIONS & AWARDS

- **Google Certified** — AI-Powered Advertising, Google Ads, YouTube, Analytics, and Ad Manager.
- **Top Digital Content Creator** — BBAA Awards (2025)
- **Best Social Media** — Beirut Basketball Achievements Awards (2025)
- **Best Innovative Sports Marketing** — Beirut Golden Awards (2023)
- **Top 20 Advertising & Marketing Leaders** — Dubai Digital Awards (2020)
- **Recognition Awards** — UAE Basketball Association (2023, 2025); Doha International Cup (2023); Beirut International Cup (2024)