● Open to new roles · Beirut, Lebanon

Making brands *visible* in the age of AI search.



PORTFOLIO · 2026

Abdul Rahman Al Sayed

Digital media and communication specialist · AEO/GEO · YouTube · Podcasts · Social media

10+	3.6M	2,000+	+10K
years in digital media	subscriber YouTube channel	monthly AI Overview impressions	LinkedIn followers grown

✉ abedrahmansayed@gmail.com · LinkedIn ↗ · abdulalsayed.com ↗

ABOUT

Making brands *visible* to people and AI.

From a **3.6M-subscriber** YouTube channel to getting B2B content cited by ChatGPT and Gemini, I build digital presence that people and AI both understand.

I'm a full-stack digital marketer with a background in storytelling, multimedia production and editorial management. I've run digital operations for a B2B healthcare company across the GCC, managed YouTube for Riyadh Season, and produced podcasts with Lebanon's founders.

My focus now is the post-SEO era: AEO and GEO. I also bring digital literacy to the Arab Scout Organization's AI committee, reaching 8M+ members. Arabic native, English professional, with French and Spanish.

10+ years in digital media	**3.6M** subscriber channel managed	**2,000+** monthly AI Overview impressions	**+10K** LinkedIn followers grown
3.8M+ combined channel audience	**8** countries covered at MSS	**6** countries worked and travelled	**8M+** Scouts reached via AI committee

PODCASTS

Behind the *mic*, and the upload.

PODCAST 01 · PRODUCER

#BerytechBeat

Berytech · Beirut

Produced end to end: editorial planning, recording, interviews with Lebanon's founders and promotion.

Watch the playlist ↗

PODCAST 02 · YOUTUBE COMMUNITY MANAGER

BigTime Podcast

Hosted by Amr Adib · Sugar Rush Productions, Riyadh

Managed the YouTube community, publishing and audience promotion for one of the region's most-watched talk podcasts.

Watch the playlist ↗

YOUTUBE CHANNELS

3.8M+ subscribers.

Managed

3.6M
subscribers
H.E. Turki Alalshikh
Channel manager

Managed

1.6K
subscribers
Berytech
Channel manager

Consultancy

180K
subscribers
Riyadh Season
YouTube consultant

Consultancy

50K+
subscribers
Enjoy Saudi
YouTube consultant

WEBSITES

6 websites, *managed and built*.

Websites I managed

`berytech.org`

Berytech

Full management

WordPress management · Content creation · Dev-team coordination · SEO · New sections

Visit ↗

`qoot.org`

QOOT Cluster

Full management

WordPress management · Content creation · Dev-team coordination · SEO · New sections

Visit ↗

`medsurgsolutions.com`

Med Surg Solutions

Built from pre-launch

Pre-launch build · Content creation · Dev-team coordination · SEO · GEO · New sections

Visit ↗

Websites I built with AI

`zonegeo.com`

ZoneGEO

AI-powered · full ownership

HTML · Tailwind CSS · Template project · SEO · GEO

Visit ↗

`seogeo.co`

seogeo.co

AI-powered · full ownership

HTML · Tailwind CSS · Template project · SEO · GEO

Visit ↗

Upcoming

`baroukfreidis.com`

Barouk Freidis

Upcoming · from pre-launch

Pre-launch build · Content creation · Dev-team coordination · SEO · GEO · New sections

Visit ↗

EXPERIENCE

10+ years, 12 roles, *Lebanon and KSA*.

Digital Media Specialist
Aug 2024 – Present

Med Surg Solutions (MSS) · Beirut

- Lead digital transformation and online presence for a B2B healthcare business operating in 8 countries across the GCC and Levant.
- Editorial lead for all social platforms; grew the corporate LinkedIn audience by ~10,000 followers organically.
- Run AEO and GEO strategy so content surfaces in AI answer engines.
- Took a 1.5-year-old site to daily ChatGPT and Gemini clicks and 2,000+ monthly Google AI Overview impressions.

Founder and Content Lead
Jan 2026 – Present

seogeo.co · Independent

- Built and launched a news hub and newsletter on AI SEO, AEO and GEO.
- Own the editorial calendar, platform maintenance and growth.

YouTube Channel Manager and Consultant
Nov 2023 – Jul 2024

Sugar Rush Productions · Riyadh (remote)

- Managed H.E. Turki Alalshikh's personal YouTube channel (3.6M subscribers), publishing daily Riyadh Season concert videos.
- YouTube community manager for the BigTime Podcast hosted by Amr Adib.
- YouTube consultant for the official Riyadh Season (180K) and Enjoy Saudi (50K+) channels.

Communication, Events and Media Relations Coordinator
Nov 2023 – Jul 2024

Berytech · Beirut

- Led media relations, events and communication for initiatives with partners including WFP and UNICEF.

Community Engagement Coordinator
Feb 2022 – Nov 2023

Berytech · Beirut

- Ran all social platforms and introduced short-form video and interviews.
- Produced the #BerytechBeat podcast end to end.
- Wrote editorial articles on local innovation and community impact.

University Instructor, Web TV and YouTube
Mar – Jun 2023

Université Antonine (UA) · Baabda

- Built the curriculum and taught podcast creation, digital publishing and YouTube optimisation.

Social Media Manager
Sep 2022 – Mar 2023

Saraj Venue · Riyadh

Communication Coordinator — Feb – Sep 2022
QOOT Cluster · Mansourieh

- Managed social platforms and digital presence; wrote specialised articles.

Social Media Manager — Aug 2021 – Jan 2022
HELP (local NGO) · Akkar

Social Media Manager — Jun – Oct 2021
We Volunteer (local NGO) · Tripoli

Communication Officer — Mar 2020 – Jan 2021
Al-Manar University of Tripoli

- Head of the CityU social media team.

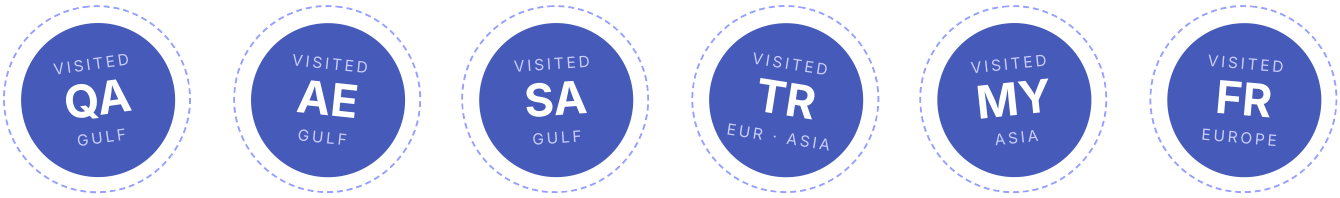
Social Media Manager — Jan 2016 – Jan 2022
Success Mania · Tripoli

- Branding, online marketing, social media, paid ads and design for a Tripoli agency.

Assistant Event Planner — Aug 2012 – Sep 2016
Al-Manar University of Tripoli

PLACES I'VE WORKED AND TRAVELLED

6 countries, *3 regions*.



Qatar · UAE · Saudi Arabia · Türkiye · Malaysia · France

AS FEATURED IN

النهار *An-Nahar*

Science and technology pieces for one of Lebanon's leading Arabic newspapers · annahar.com ↗

"شات جي بي تي" نجم الذّكاء الاصطناعي في الـ2023

ChatGPT: the star of artificial intelligence in 2023

Read on annahar.com ↗

تضارب في وجهات النّظر حول مدى "التوازن" في قرارات "ميتا" الأخيرة

Divided views on how "balanced" Meta's latest decisions are

Read on annahar.com ↗

VOLUNTEER LEADERSHIP

8M+

The Arab Scout Organization

Committee member, Digital Transformation and AI Adoption (representing Lebanon)

Integrating AI knowledge and digital literacy into the official Scout curriculum across the Arab region.

10+ *yrs*

Lebanese Scout Federation

Member of the Media Committee

Guidance on digital communications, storytelling and PR for national scouting and youth programmes.

3 *yrs*

INJAZ Lebanon (Junior Achievement Worldwide)

Senior Trainer · Jan 2013 – Jan 2016

Economic empowerment: trained young people in entrepreneurship, financial literacy and work readiness.

THE AL SAYED EDITION

Published *writing*.

19 articles and features for Berytech and QOOT. Every title links to the original.

BERYTECH	The Importance of Clusters in Innovation ↗	20 Sep 2024
BERYTECH	Berytech enrolls in Capital Concept's Lebanon ESG Stewardship Program with the support of USAID ↗	13 Apr 2023
BERYTECH	Circular and Sustainable Startups Raise Millions in the STAND Up! Access to Finance Investment Competition ↗	4 Apr 2023
BERYTECH	Instagram Tips and Tricks to Succeed in 2023 ↗	11 Jan 2023
QOOT	A Step Forward Toward Excellence: QOOT Cluster Receives the Silver Label Certificate for European Cluster Excellence ↗	19 Dec 2022
BERYTECH	The Food System Challenge: Contract Farming, Voices from the Field ↗	1 Dec 2022
BERYTECH	Agrytech Special Edition: 6 Startups Move to Final Phase ↗	24 Nov 2022
BERYTECH	Social Media for Startups: Tips and Tricks ↗	27 Oct 2022
BERYTECH	GIL Program: Berytech Selects 10 Startups for Advanced Incubation Program ↗	4 Oct 2022
BERYTECH	Meetup with Angelo Minotti: Serial Entrepreneur in Energy Production ↗	2 Sep 2022
BERYTECH	Startups Raising Millions at the Agrytech Investment Competition ↗	17 Aug 2022
BERYTECH	Berytech Gathers Startups for the First Alumni Meetup ↗	17 Aug 2022
BERYTECH	Graduation of the First Batch of Trainers and Trainees of the Lebanon Export Academy ↗	8 Aug 2022
BERYTECH	Raising Capital for Green Ventures: 17 NDAs Signed During the Compost Baladi Pitching Session ↗	13 Jul 2022
QOOT	Meet & Learn: The Circular Economy ↗	12 Jul 2022
QOOT	QOOT Signs MOU with ESA-Meref ↗	4 Jul 2022
QOOT	AgriFood Processing Round Table: The Challenges in the Agri-food Sector ↗	14 Jun 2022
BERYTECH	Cleanergy Startups: Immersion Trip to YES!Delft in the Netherlands ↗	2 Jun 2022
QOOT	Polish Delegation Meets QOOT Members for Potential Export Deals ↗	23 May 2022

SEOGEO.CO · FOUNDER

The newsroom for the new era of search ↗

#BERYTECHBEAT · PRODUCER

Conversations with Lebanon's founders ↗

SKILLS AND TOOLS

The *toolkit*.

01 AI search

- Claude
- ChatGPT
- Perplexity
- ElevenLabs
- Lovable

02 Analytics

- Google Search Console
- Semrush
- Google Analytics 4
- HubSpot AEO

03 Content, CRM and email marketing

- Hootsuite
- HubSpot
- Mailchimp
- WordPress

04 Design and video

Illustrator	Advanced
Photoshop	Advanced
CapCut	Advanced
InShot	Advanced
Canva	Advanced
Premiere Pro	Intermediate
After Effects	Beginner

05 Storytelling

Editorial writing (English and Arabic)	Advanced
Podcast production	Advanced
Content creation and videography	Advanced

06 Social media management

Meta: Instagram, Facebook, Threads	Pro
Meta Ads	Advanced
Google Ads	Advanced
X (Twitter)	Advanced
LinkedIn	Advanced
YouTube	Pro specialist

CERTIFICATIONS

SEO II
HubSpot Academy · May 2024 · ID 36ec892d07004a6f8159a07f786002a4

The Art of Events Planning and Management
Saint Joseph University of Beirut · May 2024

Fundamentals of Digital Marketing
Google · Sep 2022 · ID D48 UDW F38

SEO
HubSpot Academy · Jul 2022 · ID 71e1300cd65b46c9a10fb22833218ee5

Social Media Marketing
HubSpot Academy · Mar 2022 · ID f3f051d86bed4b9db99d49241396487c

Basics of Internet Marketing
INJAZ Lebanon · Sep 2020

Google Analytics for Beginners
Google · Apr 2020

COURSES ATTENDED

Facebook Ads Training: How to Build Great Ads and Audiences
HubSpot Academy

How to Create Social Media Ads that Sell
Morgan International

How to Advertise on Instagram
HubSpot Academy

EDUCATION

B.A. Interior Design
Al-Manar University of Tripoli (now City University) · 2015–2020

Spanish Language and Literature
Instituto Cervantes · 2023

LANGUAGES

Arabic — Native · Full professional

English — Full professional

French — Limited working

Spanish — Elementary



Let's *talk*.

Open to roles in digital media, communications and AI search.

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