



Omar Mounayri

CONTENT CREATOR · SHORT-FORM STRATEGIST ·
FOUNDER

13M+ followers. 10B+ organic views. 110+ brands. Now building in
Los Angeles.

PORTFOLIO · SEPTEMBER 2026





OMAR IN 30 SECONDS

I treat content as a science, not a guess.

Five years ago I left **Procter & Gamble (P&G)** to make videos. I built an audience of **13M+ followers** and **10B+ views** by running content the way an engineer runs a production line: a hypothesis, a test, a number, and a next iteration.

In 2021 I founded **Innovation Marketing** to do the same for brands. **110+ brands** and **340M+ views** later, I've moved to Los Angeles to build the next chapter with US brands, agencies and creators.



13M+

FOLLOWERS

10B+

ORGANIC VIEWS

150M+

VIEWS / MONTH

110+

BRANDS SERVED

2,000+

VIDEOS PRODUCED

BSc Mechanical Engineering, Purdue University · Ex-Procter & Gamble Sales Section Manager · Ex-Nestlé Production Engineer · Verified on five platforms



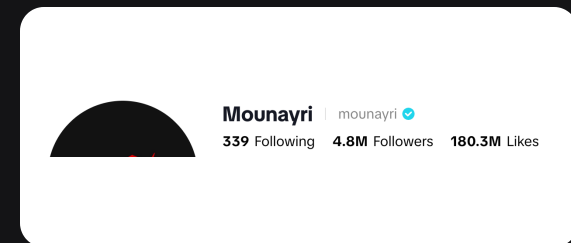
PLATFORM FOLLOWERS COUNT

Five verified audiences. **One creator.**

TIKTOK

4.8M

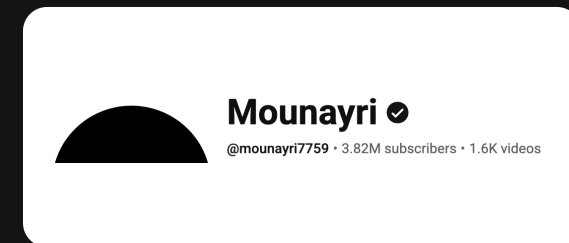
@mounayri · 180M+ likes



YOUTUBE

3.82M

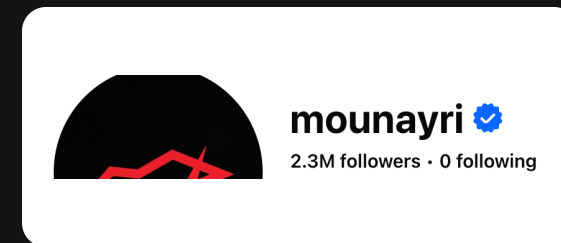
@mounayri7759 · 1.6K videos



FACEBOOK

2.3M

@mounayri



INSTAGRAM

1.9M

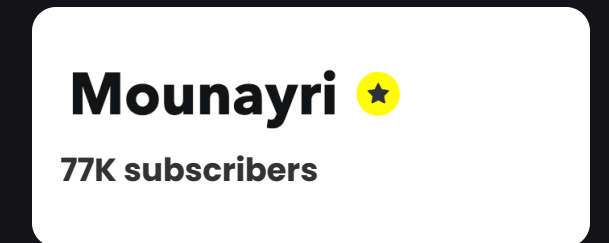
@mounayri · 1,821 posts



SNAPCHAT

77K

@omarmounayri



13M+ total followers

10B+ lifetime views

150M+ average monthly views

2,000+ videos in five years

Screenshots from live profiles, September 2026. Arabic and English content; new English-first US page launched September 2026.



THE METHOD

Why the numbers keep **repeating**.

01

Hook first

Every video is built backwards from the first second. If the hook doesn't stop the scroll, nothing else matters. I keep a library of hook types and know which ones each platform rewards.

02

Native per platform

One idea, five different cuts. TikTok, Reels, Shorts, Snapchat and Facebook each get their own edit, caption and pacing. I never cross-post the same file.

03

Formats, not one-offs

I build repeatable formats that audiences recognise and come back for. Several of mine have been copied across the region; that's the proof they work.

04

Test and measure

Hypothesis, post, read the retention curve, adjust. Two thousand videos in, the pattern-matching is fast and the misses are rare.

05

The brand fits inside

The product goes into the sketch, the challenge or the story, never bolted on at the end. That's why sponsored videos perform like organic ones.

"I'm a mechanical engineer who happens to be funny on camera. The engineering is the part brands are actually paying for."



CONTENT LANES

Ten lanes, **one voice.**



Comedy & sketches

Character bits and everyday-life sketches. The core of the audience.



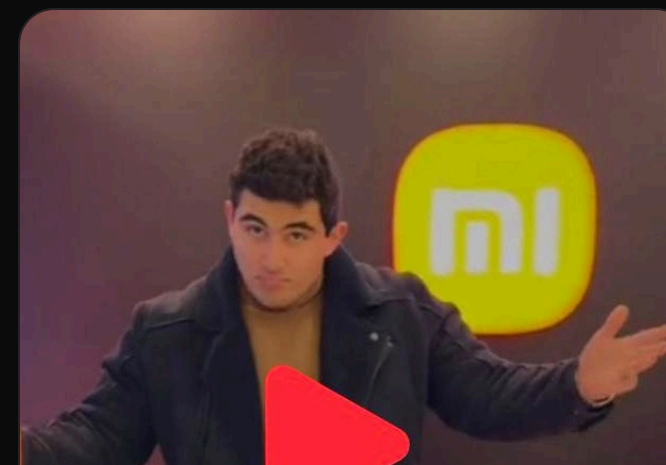
Food & restaurants

Street food to fine dining. Where brand campaigns hit hardest.



Fitness & nutrition

Training, supplements and discipline.



Tech & gaming

Launches, unboxings and playable moments.



Family & life in America

An Egyptian family figuring out the US, one video at a time.



Travel

Cities, stadiums and road trips, with the family along for the ride.



Storytelling

Straight-to-camera stories that hold attention to the last second.



Educational

Hooks, algorithms and how content actually works, explained simply.



Podcast

Long-form conversations, cut into clips that travel.



Lifestyle

Fashion, fitness and the day-to-day, with brands woven in.



RESULTS FOR BRANDS

Sponsored content that performs like organic.

340M+

VIEWS GENERATED FOR BRANDS

110+

BRANDS SERVED

50

OF THE LAST 107 CAMPAIGNS PAST
1M VIEWS

136M

VIEWS ON THE BIGGEST CAMPAIGN

REGIONAL LEADERS

B.Laban	Dessert chain	136M
Dream 2000	Mobile & accessories	30M
Lulu Hypermarket	Retail	20M
Bondok Chicken	Restaurant	14M
Tank	Water purification	12M
Hadramout Antar	Restaurant	12M
ElKoptan	Apparel	10M+

MULTINATIONAL BRANDS

Vatika (Dabur)	Personal care	3.5M
Etisalat by e&	Telecom	3M
Xiaomi	Tech	3M+
United Nations	Public campaign	3M
Optimum Nutrition	Sports nutrition	2.9M
Doritos (PepsiCo)	FMCG	2M+
PUBG · noon · Riyadh Season · McDonald's	Gaming · e-commerce · tourism · QSR	1M+ each



CASE STUDIES · 1 OF 3

What the hook was, and what it did.



136M
VIEWS



B.Laban

A sketch series set behind the counter: the new hire who can't stop tasting the product. Shot in-store with real staff, cut differently for each platform.

TIKTOK 71M · FACEBOOK 33M ·
INSTAGRAM 32M



30M
VIEWS



Dream 2000

The "store employee" character explaining phone accessories to impossible customers. A recurring format the brand could keep running after the campaign.

INSTAGRAM · TIKTOK



20M
VIEWS

LuLu Hypermarket

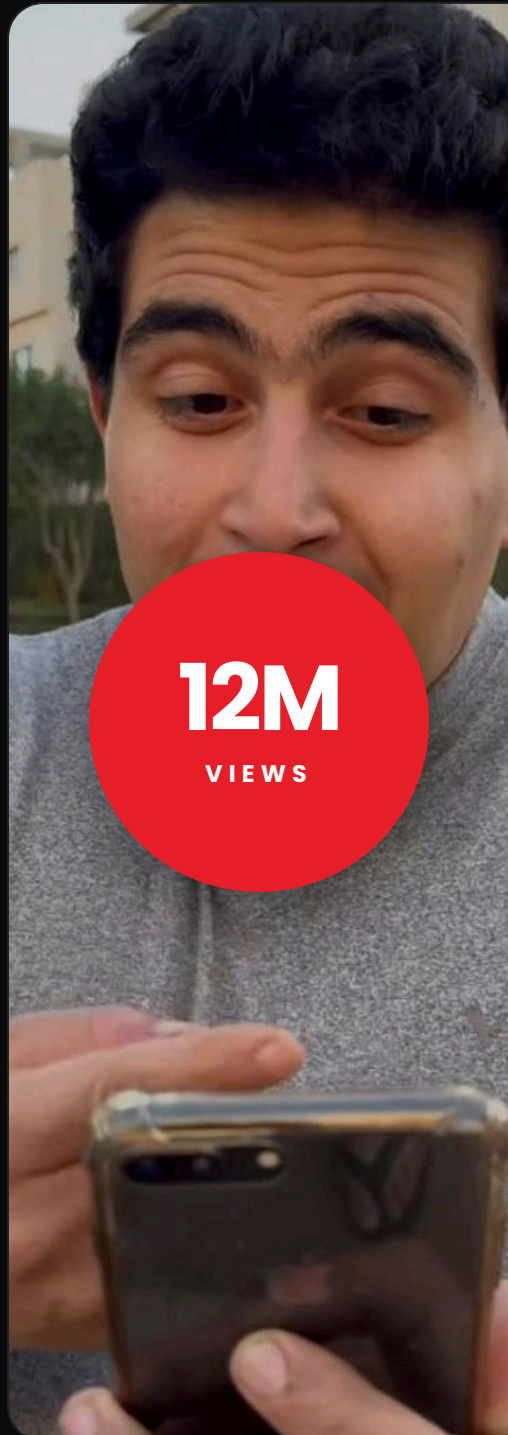
"Kingdom of Mangoes" in-store challenge for the mango season promo. Built for YouTube Shorts first, then cut for TikTok and Reels.

YOUTUBE SHORTS · 359K LIKES



CASE STUDIES · 2 OF 3

Product demos that don't feel like demos.



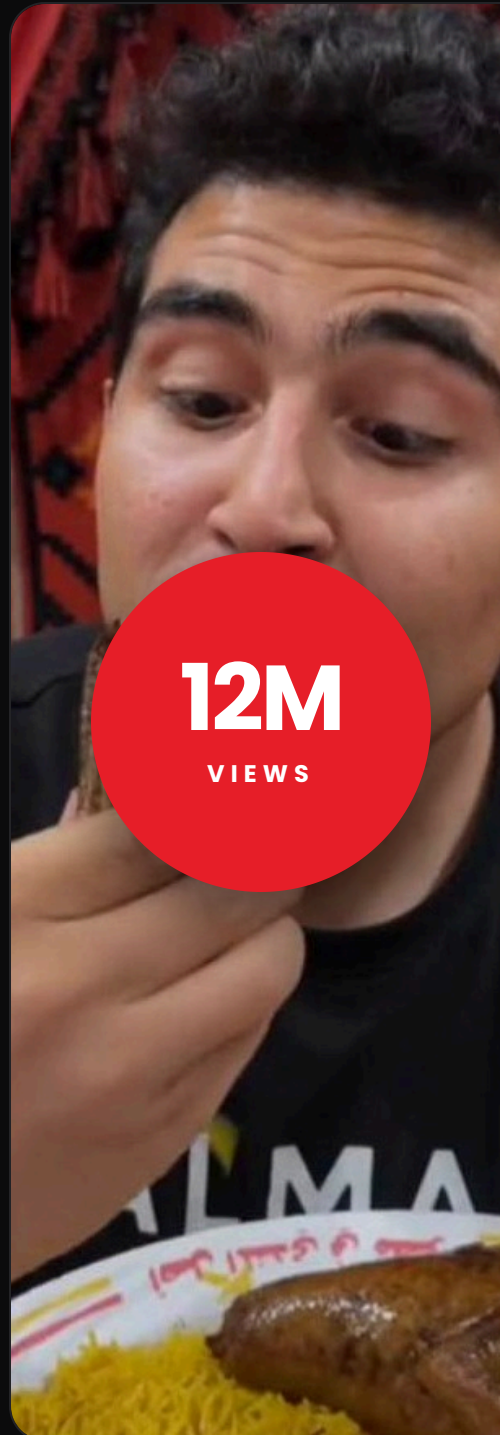
Tank™

Tank

A water-purifier demo turned into a street sketch: the product's one feature people didn't know, shown in ten seconds, with the punchline carrying the brand name.

12M
VIEWS

TIKTOK 7.3M · INSTAGRAM 3.1M · FACEBOOK 1.6M



Hadramout Antar

Two-part mandi feast with a reaction format the audience already knew from my food lane. Restaurant footfall content that travelled across Egypt and the Gulf.

12M
VIEWS

TIKTOK 5.9M · INSTAGRAM 5.9M



ELKOPTAN

ElKoptan

A night-time chase sketch built around the apparel, shot in one take with a hook in the first frame. Comedy first, brand second, and it still landed the brand.

10M+
VIEWS

TIKTOK · INSTAGRAM



CASE STUDIES • 3 OF 3

Global brands, **local voice.**



Xiaomi

Live launch-event coverage turned into a short-form product story: robot vacuum and air fryer, presented on stage and cut for the feed the same night.

3M+
VIEWS

TIKTOK • INSTAGRAM

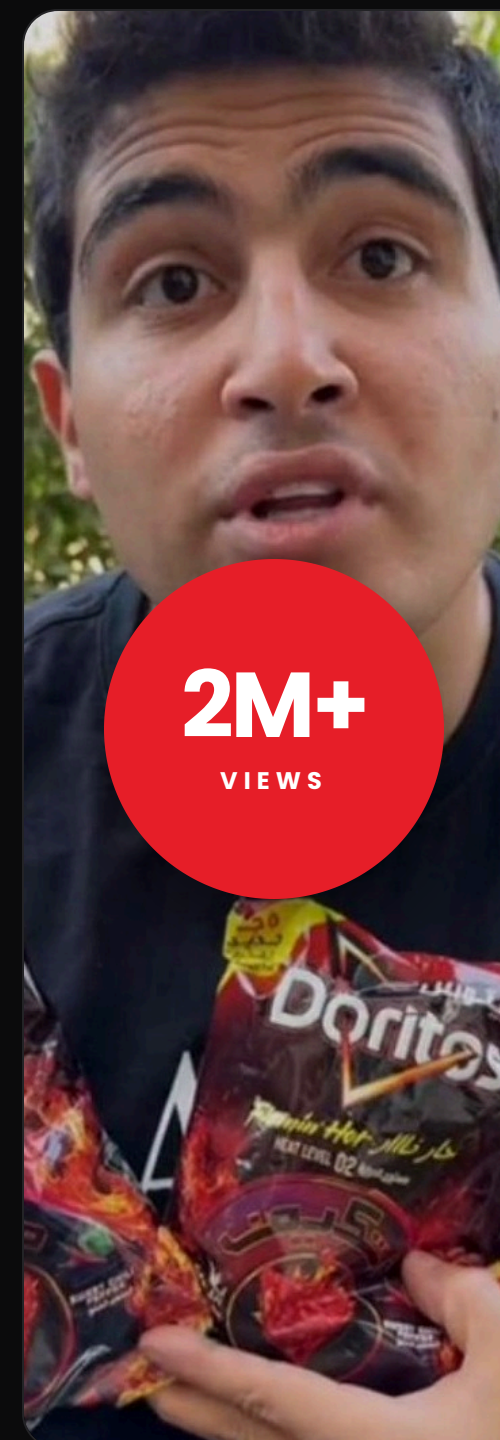


Optimum Nutrition

Fitness-lane integration: the product inside a training routine, not a hold-to-camera ad. The audience that follows for discipline bought the story.

2.9M
VIEWS

TIKTOK 2.2M • INSTAGRAM 713K



Doritos

Flamin' Hot heat-level challenge, three bags, one reaction format. Built to be duetted and stitched, which is where the extra reach came from.

2M+
VIEWS

TIKTOK • INSTAGRAM



SELECTED CLIENTS

110+ brands across food, tech, gaming, FMCG, retail, tourism and government.



Also Nestlé, Procter & Gamble, Yango Play, Brunch, Wonderfit, Egypt's Ministry of Foreign Affairs, Ministry of Communications, and 80+ more.



INNOVATION MARKETING

Not just a face. **A production partner.**

Founded in 2021, Innovation Marketing is the content and social strategy agency behind the campaigns in this deck, with teams in Egypt and Saudi Arabia and clients across the Middle East and now the US.

- 01 Concept and script** — hooks, formats and story built for the platform it's sold for
- 02 Production** — shoot, edit and native cuts for every platform, in-house
- 03 Creator-led campaigns** — me on camera, or a roster of creators we brief and direct
- 04 Strategy and consulting** — content systems and algorithm playbooks for marketing teams
- 05 Reporting** — a performance report 14 days after the last post, every campaign

110+

BRANDS

340M+

VIEWS FOR BRANDS

7 days

BRIEF TO POSTED

2

COUNTRIES, ONE TEAM

BRANDS WE'VE BUILT CONTENT FOR

McDonald's · Doritos · Xiaomi · PUBG · Nestlé · Procter & Gamble · Optimum Nutrition · Riyadh Season · United Nations · noon · Etisalat · The Halal Guys · LuLu · B.Laban



EGYPT → LOS ANGELES

The next chapter is **in English.**

2017 – 2021

Engineer, then Procter & Gamble

Purdue Mechanical Engineering. Production engineer at Nestlé, then Sales Section Manager at Procter & Gamble (P&G). Learned brand-building the consumer-first, measure-everything way.

2021 – 2024

13M followers from zero

Left corporate to make videos full time. Built one of the largest Arabic-speaking short-form audiences and founded Innovation Marketing to serve brands.

2024 – 2026

Egypt and Saudi Arabia

Campaigns across Cairo, Riyadh and the Gulf. Riyadh Season, PUBG, Xiaomi, government and FMCG. 340M+ views generated for brands.

2026 →

Los Angeles

Now based in LA with a new English-first page and a US-facing agency. Looking to partner with American brands, agencies and creators who want reach they can measure.

Why it matters to a US brand: an audience that already spans Egypt, Saudi Arabia and the Gulf, a proven system for building a new one, and an operator who has sat on the brand side of the table.



WAYS TO WORK WITH ME

Pick the shape. I'll build the content.

CREATOR CAMPAIGNS

Sponsored content

Your product inside a sketch, a challenge or a story, posted to my audience. TikTok, Reels, Shorts, Facebook and Story sets.

CROSS-PLATFORM

One concept, five platforms

The same idea cut natively for TikTok, Reels, Shorts, Snapchat and Facebook. One shoot day, five posts.

AGENCY

Content production

Innovation Marketing produces for your own channels: concept, script, shoot, edit and native cuts, with or without me on camera.

CONSULTING

Strategy day

A day with your team on hooks, formats, the algorithm playbook and a 30-day content system you can run without me.

FULL-SERVICE SCOPE — I OWN THE PLAN AND THE RESULTS

Media buying

Meta, TikTok and Snapchat ads, planned and optimised in-house

Google Ads

Search and YouTube campaigns tied to the content

Influencer & UGC campaigns

Creator selection, briefs, management and reporting

EGC creation

Employee-generated content: turning your team into the channel

Content creation

Shorts, posts and carousels, native to every platform

Marketing strategy

Positioning, channel plan, calendar and KPIs

Pricing & promotions

Offer design and promo calendars that convert

Sales generation

Content and ads built around leads and orders, not just views

Videography & editing

Shooting, colour, sound and edit, in-house and native to each platform

Analytics & reporting

Retention, reach and sales tracked; a report 14 days after every campaign

How it runs: brief → concept in 48 hours → approval → shoot and edit → posted within 7 days → performance report 14 days later. All sponsored content disclosed per FTC guidelines. Arabic and English versions available. **Rates on request.**

LET'S TALK

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