Omar Haddad

SOCIAL MEDIA LEAD

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Summary

Social media lead with 10 years in digital newsrooms, directing breaking news coverage and audience growth for a Washington policy outlet. Runs X, LinkedIn, Instagram, YouTube and TikTok with a team of 4, applies editorial judgment to every post, and brings strong writing and editing skills to headlines, threads and community management.

Skills

- **X**
- **LinkedIn**
- **Instagram**
- **YouTube**
- **TikTok**
- **Facebook**
- **Community Management**
- **Copywriting**
- **Editorial Judgment**
- **Writing and Editing**

Experience

Social Media Lead 08/2022 - Present

Capitol Ledger Washington, DC

Digital policy news outlet with 3M monthly readers.

- Lead a 4-person social desk publishing 120 posts a day across X, LinkedIn, Instagram, TikTok and Facebook.
- Set editorial judgment rules for breaking news posts, with zero corrections on 18 election-night threads.
- Grew LinkedIn followers from 90,000 to **420,000** with policy explainers written for professionals.
- Wrote community management guidelines and moderation workflows covering 25,000 comments a week.

Senior Social Media Editor 03/2019 - 07/2022

Potomac Public Media Washington, DC

Nonprofit public radio and digital newsroom.

- Edited and scheduled social copy for 40 reporters, coaching them on copywriting and headline length.
- Produced YouTube and Instagram explainers that drew **9M** views over 2 election cycles.
- Launched a TikTok channel that reached 150,000 followers in 14 months.
- Tracked referral traffic weekly, raising social share of site visits from 11% to 19%.

Social Media Producer 06/2016 - 02/2019

Beltway Weekly Washington, DC

Local news and politics weekly with a daily website.

- Posted breaking news and live coverage on X and Facebook for a 60-person newsroom.
- Tested 30+ headlines a day in 2 versions, raising social click-through rate **18%**.
- Moderated comments and reader messages under the published community guidelines.

Education

Bachelor of Arts 05/2016

University of Maryland, College Park College Park, MD

Journalism