Osama Monir

Research & Development Manager · Business Development & Research
Graphic Designer · Web Developer

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PROFESSIONAL SUMMARY

I am R&D Manager at an industrial waste management company in Sohar, where I work on new venture studies, management system documentation, the rebrand and the partner materials. Before that I did business development and research for an Omani holding and venture company on a part-time retainer, and designed the documents that carried the work: feasibility studies, investor decks, partnership proposals, the brand itself. Earlier I spent five years in brand identity, graphic design, paid social and web development, and I have a Computer Science degree, so I am as comfortable checking a financial model as I am laying out the report it goes in. Arabic is my first language, English is professional level. Based in Oman, happy to work remotely.

CORE SKILLS

Business Development & Research: Market and feasibility research, source verification, financial and technical document review, investor presentations, partnership proposals, scope-of-work and NDA drafting, counterparty coordination

Brand & Investor Communications: Brand identity and logo systems, brand guidelines, document house styles, pitch decks and company profiles, bilingual Arabic and English materials

Design: Graphic design, Adobe Photoshop, Adobe Illustrator, Canva, social media graphics, infographics

Web & Software: HTML, CSS, JavaScript, Python, SQLite, Git, VS Code, business websites, landing pages, desktop tools

Marketing: Social media management, Meta Ads (Facebook and Instagram), Google Ads, content strategy, campaign management

Video & Editing: Adobe Premiere Pro, short-form editing (Reels, TikTok), AI video generation (Kling, Google Veo 3, Seedance, Nano Banana)

Languages: Arabic (Native) · English (Professional, DET Score 120)

PROFESSIONAL EXPERIENCE

Research and Development Manager · Nusail Trading & Contracting 2026 to Present

Industrial waste management and logistics contractor in Sohar. Its clients include OQ and Sohar Aluminium. I head the company's new R&D function, reporting to the CEO, with an R&D Supervisor reporting to me.

- Prepared the investment presentation, company profile, speaker notes and a growth roadmap for a strategic partnership pitch, with the roadmap built from the company's own register of 39 contracts
- Researching a possible plant in Oman for aluminium melt-treatment products, and handling the outreach to European and Chinese producers as potential partners
- Preparing the integrated ISO 9001, 14001 and 45001 management system documentation (manual, policies, procedures, registers and forms) against a client's internal audit checklist
- Specified an internal document app on Google Drive with roles, expiry alerts and client packs
- Led the rebrand from logo directions to the approved bilingual Arabic and English mark, with palette, type, and mockups on vests, trucks and stationery

Founder and Creative Lead · Al-Muneer Agency · Sohar, Oman 2026 to Present

Small digital marketing agency. Most clients are food and beverage, hospitality and real estate businesses in Oman; the web design work also reaches Germany.

- Started with the agency's own identity and portfolio site, then moved on to client brands and content strategies, including two food and beverage brands, Hungr Station and Al Saaj Breakfast
- Produce commercial reels that mix live footage with AI-generated video, most recently for a date gelato brand and a luxury residential project
- Write the proposals, win the work, then manage each project through to delivery

Web Developer and Designer · Freelance · Remote 2022 to Present

Websites and small software tools for clients, alongside the agency and consulting work.

- Business websites, landing pages and portfolio sites in plain HTML, CSS and JavaScript. I handle the design, the code and the deployment
- Built a clinic management system for a private medical clinic in Oman. This meant pulling about 20 years of records, roughly 20,000 patients and 40,000 visits, out of a DOS-era program and into a modern desktop app with registration, consultation, prescriptions, an audit log, and printing across the clinic network

Business Development and Research Consultant · **RSD** · Oman / Remote 05/2026 to 08/2026

Part-time retainer for an Omani holding and venture company with interests in mining, investment and industrial technology. I covered business development, research and analysis, and the branding and communications around them.

- Co-produced a Level 2 feasibility study for a greenfield urea and ammonia plant at Duqm, then the investor presentations, a port and logistics note, and a written response to the questions an external reviewer raised
- Wrote research notes for the founders on gas monetisation options, industrial minerals, an AI and data hub, and farming in southern Oman. Every figure was checked against a primary source before it went in, and each note came with a branded PDF and an Excel model behind the numbers
- Ran the European buyer search for a gypsum export opportunity: eleven target companies profiled, contacts verified, outreach materials ready to send
- Drafted the partnership proposal and mutual NDA for bringing a German AI company into Oman's public sector, and helped set up an international investor meeting on the Duqm project
- Built the brand from nothing: the name, brand guidelines, a house style for documents, a research report pipeline, and the company website, which I designed and built: rsd.services

Head of Advertising and Marketing · **Rif Majan** · Sohar, Oman 2024 to 05/2026

In-house creative lead for two restaurant branches. There was no brand when I arrived; I built the identity and the whole content operation.

- Designed the complete brand identity from scratch, including logo, menus, packaging, and all branded materials across both locations
- Shot, edited, and produced all video content, from Reels and promotional videos to product highlights and behind-the-scenes footage
- Created and managed all social media across Instagram and Facebook, keeping the voice and visual style consistent
- Grew a managed Instagram account from 26.1K to 368.2K monthly views in 30 days, a 14x increase, through a targeted paid campaign
- Ran Meta ad campaigns, redesigning the creatives and tightening targeting to a 15km radius, bringing cost per click down 35% while exceeding reservation targets on a reduced budget

Marketing Manager · **Roaya Optical Center** · Egypt 2023 to 2024

Marketing for an optical chain with several branches in the region.

- Produced all the promotional materials and visual assets used across their marketing campaigns
- Organised events and outreach campaigns that brought more customers through the door

Head of Marketing Department · **ECHO Media Production Agency** · Egypt 2021 to 2023

- Ran the marketing department and its creative team, and took client projects from brief to delivery: scriptwriting, pre-production, shooting, and editing
- Got to know each client's brand well enough to create content that actually felt like them, not just generic posts
- Juggled several accounts at once and still hit deadlines consistently

Digital Marketing Assistant · **Arrow for Advertising** · Egypt 2019

- Helped run digital marketing campaigns across social media and paid platforms for a range of clients
- Supported social media account management and helped improve engagement across several brands

EDUCATION

M.E.T Academy, Egypt · Bachelor's Degree in Computer Science, 2022

ADDITIONAL INFORMATION

Certification: Duolingo English Test (DET), score 120

Voice Over: Freelance Arabic and English voice over: narration, commercial scripts, creative content