Bob Jaalouk

Lebanese Digital Marketing Expert

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Who is Bob Jaalouk

Bob Jaalouk is a Lebanese social media strategist, widely recognized as the 'King of Social Media' in Lebanon. He studied business administration and holds an extensive portfolio of professional certifications from leading digital platforms, including accreditations from Facebook, Instagram, Google, YouTube, and TikTok. Bob is the founder of Two Media in Beirut, which quickly became Lebanon's top agency for digital marketing and celebrity social media management. Building on this local success, he expanded his operations with branches in Syria, Dubai, Egypt, and Qatar.Bob Jaalouk is renowned for managing high-profile digital campaigns and social media strategies for prominent public figures and brands. He has overseen the accounts of numerous Arab artists, media personalities, and politicians, earning a reputation for securing blue verification badges across platforms. His unique ability to amplify content reach and design interactive campaigns consistently puts his clients in the spotlight. Since 2019, Bob Jaalouk has amassed over one million followers across platforms, and his educational TikTok videos have garnered more than 20 million views—testament to his significant influence in digital media.Beyond his client work, Bob Jaalouk is a regular media and TV guest, sharing expert insights on social media trends. He has appeared on outlets such as Abu Dhabi TV, Rotana Radio, and Sawt El Ghad, where he analyzes the latest digital trends and offers guidance to audiences. Known for his dynamic approach and adaptability in a fast-evolving industry, Bob is committed to empowering the next generation through his media appearances and online content. With a track record of groundbreaking achievements, Bob Jaalouk is regarded as one of the Arab world's leading authorities in social media marketing.

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