

Contact

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(LinkedIn)

Top Skills

Start-up Ventures

Co-sourcing

Co-creation

Languages

French (Native or Bilingual)

English (Full Professional)

Arabic (Native or Bilingual)

Antoni Barakat

Building Bariq — using AI to map how Arabic media shapes reality.
Founder & CEO @ NAQD Media and MADAD
Lebanon

Summary

Building Bariq, the intelligence layer for Arab media. Founder/CEO for Naqd Media and MAD AD Communications.

Experience

Bariq - بَرِيق

Co-Founder

April 2026 - Present (5 months)

Portugal

Co-founder of Bariq, building an AI-powered intelligence layer that maps how Arabic media covers — and ignores — the same story. Leading product vision and strategy at the intersection of media, technology, and regional politics.

Mad Ad

Founder - CEO

June 2022 - Present (4 years 3 months)

Beirut Governorate, Lebanon

Launched MAD AD Advertising to create impactful communications strategies for changemakers, nonprofits, and prominent figures across the region.

Developed content and branding campaigns that support mission-driven organizations in advancing their causes, leveraging creative storytelling and digital marketing.

Worked closely with clients to produce engaging, values-driven content that resonates with diverse audiences, enhancing their visibility and impact.

Naqd | نَقْد

Founder - CEO

May 2022 - Present (4 years 4 months)

Lebanon

Established NAQD Media as an independent platform producing investigative journalism, creative campaigns, and advocacy content on critical issues like human rights and corruption.

Led key projects such as Project 232 (Beirut explosion documentation) and Abnaa el Raseef (documentary on child beggars), recognized for innovative audience engagement and digital tools.

Managed a team of content creators, volunteers, and marketers, ensuring financial sustainability through a hybrid model combining media with marketing services.

Built partnerships with international organizations and launched digital advocacy campaigns on migration, justice, and social change.

Beirut Talks Freedom - FNF Lebanon and Syria

Project Manager

September 2022 - November 2022 (3 months)

Project manager and creative director of Beirut Talks Freedom conference organized by FNF Lebanon, in collaboration with MAD AD Creative agency

Sawa Li Lubnan - سوا للبلبنان

Creative Director

September 2021 - May 2022 (9 months)

Radio free Lebanon

Investigative Reporter

August 2020 - October 2021 (1 year 3 months)

Likalo App

Co-Founder

January 2019 - September 2021 (2 years 9 months)

Beirut District, Lebanon

Likalo is a Peer to Peer online platform that connects travelers to locals from cities around the world to offer them both, great authentic experience.

Think Media Labs

Project Manager

April 2020 - August 2020 (5 months)

Lebanon

MobileArts AB

Media Buyer

April 2019 - November 2019 (8 months)

Beirut, Lebanon

Rizkgroup

Marketing Officer

June 2018 - September 2018 (4 months)

ashrafieh

Summer internship in the Marketing department at RizkGroup
Communications

Obegi Consumer Products Holding

Sales Representative

June 2017 - September 2017 (4 months)

Summer internship in the sales and marketing department at Obegi Consumer
Products Holding

Education

Saint Joseph University of Beirut

Master's degree, Political Communication · (2019 - 2021)

Saint Joseph University of Beirut

Bachelor's degree, Marketing and Advertising · (2016 - 2019)