

SERENE OMAR

4615 Center Blvd, Long Island City, New York | Permanent Resident

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PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR

Modern Beauty Supplies / Calgary, AB, Canada / Nov 2011 - April 2017

- Directed and managed the end-to-end execution of creative strategy for a variety of projects and campaigns across several digital platforms such as email and social media marketing, to fulfill strategic business objectives
- Led all product development initiatives including R&D, conceptualization, manufacturer sourcing, prototyping, branding, execution and packaging, exceeding sales and promotional targets
- Generated over \$2 million in e-commerce revenue within one year of website launch as design and project manager, leading a team of developers and overseeing UX workflow, SEO, analytics, and digital campaigns
- Inspired, motivated and brainstormed with marketing team and functioned as overall supervisor and creative lead on omni-channel marketing initiatives
- Oversaw all phases of the publishing process for multiple bi-monthly magazines, executed through various platforms with circulation, impressions, and reach metrics at the highest of its category
- Increased advertising profits by over 50% by developing media kit to demonstrate key analytics and demographics, with efforts credited in closing numerous high-level advertising negotiations
- Synthesized annual budgets alongside CEO and CFO, including budgeting and reporting all financial tracking to define marketing strategies and business goals
- Primary point of contact for communication on various levels with advertisers, B2B manufacturers, executives, charity collaborations and media contacts

MARKETING MANAGER

Modern Beauty Supplies / Calgary, AB, Canada / Jan 2010 - Nov 2011

- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year 25% or more under budget
- Operated, hired, trained and expanded an under-performing marketing department by improving cross-functional relationships and communications
- Arbitrated renegotiations on print contracts resulting in savings of more than \$50,000 per annum
- Corporate re-branding initiative including conceptualization, design and implementation of brand guidelines, logos, stationary, marketing collateral, email signatures and store merchandising
- Executed brand manual and merchandising guidelines to train and assist staff in comprehension of company identity and consistency throughout all offices and retail outlets
- Increased social media networks by ten fold within a nine month period, which in turn expanded public participation in company wide events, and overall sales by 20%

MARKETING SPECIALIST

Modern Beauty Supplies / Calgary, AB, Canada / June 2009 - Jan 2010

EDUCATION

BACHELOR OF MANAGEMENT

University of Lethbridge / 2005 - 2009

ADVANCED DIPLOMA IN DIGITAL MARKETING

New York University SPS / Anticipated Completion Oct 2017

ADVANCED CERTIFICATE IN DESIGN THINKING

Design Community College / July 2015