

Iche Omari

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Profile

I'm an Enthusiastic Digital marketing executive with 2 years of experience in Digital marketing. I'm experienced with managing client's digital presence online and with handling clients from different industries. Driving growth for my clients through creative and innovative strategies.

Professional Experience

- May 2022 – Aug 2022 **Account Executive, Horizon Digital** 
Dar Es Salaam, Tanzania As the Account Executive in Horizon Digital, my responsibilities are:
- Support and solve problems for clients.
 - Participate in brainstorming sessions, internal meetings and client meetings, in order to better serve existing clients and new prospects.
 - Follow up with clients to ensure needs are being met and identify opportunities.
 - Coordinate external and internal teams so as to execute projects smoothly.
 - Clearly communicate the needs of the client to the internal team so as to help them easily understand and identify the solution for the client.
 - Manage and execute events & projects for clients and create reports for them afterwards.
- Sep 2021 – Aug 2022 **Digital Marketing Executive, Horizon Digital** 
Dar Es Salaam, Tanzania As the Digital Marketing Executive in Horizon Digital, I'm in charge of:
- Content Writing
 - Social Media Management (Facebook & Instagram)
 - Pay Per Click Advertising (PPC)
 - Analytics Reporting
 - Video Editing & Motion Graphics (Premiere Pro & AfterEffects)
 - Graphic Design (Photoshop & Illustrator)
 - Client Servicing
 - Customer Service
 - I also assisted our developer in brainstorming and testing UI/UX on the web applications and websites that they developed for our clients.
- Dec 2020 – Sep 2021 **Social Media Manager, KAI Limited**
Dar Es Salaam, Tanzania • Set-up and managed the company's social media profiles
- Coordinated, created and scheduled content, designs and periodic updates to company website.
 - Used Adobe Photoshop, Illustrator and InDesign to create images and layouts for multiple projects.

Education

Mar 2015 – Jul 2019
Kuala Lumpur, Malaysia

Bachelor of Science (Honours) in Architecture, Taylor's University

- Proficiency in multiple Computer Aided Design (CAD) software such as Revit, SketchUp and AutoCAD.
- Developed teamwork skills through many group assignments and projects.
- Accomplished communication skills, both written and verbal, developed through numerous essays and presentations.

Skills

Community Management | Content Writing | Graphic Design | Video Editing | Analytics and Reporting

Certificates

The Fundamentals of Digital Marketing, Google



Credential ID V66 6KK PPN

Organizations & Clubs

Jan 2018 – Jul 2019
Kuala Lumpur, Malaysia

Collective Church Media Team, Graphic Designer

I was in the media team that created slide designs for sermons and praise & worship in church.

Jan 2016 – Sep 2016
Kuala Lumpur, Malaysia

Taylor's L.I.V.E. Club (Local & International Vocal Ensemble), Graphic Designer

This is an acapella music club. I was on the design team and created posters, flyers, and logos for the club.

Interests

Digital Art | Computers & Technology | Online Broadcasting | Mixed Martial Arts

References

Hezron Nkanda, *Business Developer*, Le Grande Casino
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Zulfa Karume, *Content Creator*, Ogilvy Tanzania
+255 746 782 445

Adelhard Temu, *Web Developer*, Horizon Digital Ltd
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Michael Albert, *Senior Creative Designer*, Horizon Digital Ltd
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