

# Iche Omari

## Communication Strategist

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### Work Experience

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Jun 2023 – present  
Dar Es Salaam, Tanzania

#### **Intergrated Marketing Communications Strategist, Smart Codes**

- Worked on the Communication Strategies for various clients such as, Vodacom, NMB Bank, Stanbic Bank and TotalEnergies. As well as for SAG and it's subsidiaries.
- Supported workshop sessions for CEO Roundtable of Tanzania and AMCHAM Tanzania.
- Worked in the planning committee for the Tanzania Marketing Awards 2023.

Oct 2022 – Jun 2023  
Dar Es Salaam, Tanzania

#### **Strategist Graduate Trainee, Smart Codes**

- Worked on the Communication Strategies for various clients such as, Vodacom, TBL, NMB, DSTV, NCBA and TotalEnergies
- Worked in the planning committee for the Tanzaina Digital Marketing Summit(TDMS).

May 2022 – Aug 2022  
Dar Es Salaam, Tanzania

#### **Account Executive, Horizon Digital**

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  
Dar Es Salaam, Tanzania

#### **Digital Marketing Executive, Horizon Digital**

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  
Dar Es Salaam, Tanzania

**Social Media Manager, KAI Limited**

- 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**

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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**

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Communication Strategy | Creative Problem Solving | Media Strategy | Analytics and Reporting

 **Certificates**

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**The Fundamentals of Digital Marketing, Google**

**Google Ads Display Certification** 

  
Credential ID V66 6KK PPN

 **Interests**

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Digital Art | Computers & Technology | AI Technology | Mixed Martial Arts