

OMAR MARKS

CREATIVE ENTREPRENEUR / BRAND LEAD / ADVERTISING COPYWRITER

PERSONAL PARTICULARS

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The hustle of an advertising agency. The chaos of a sushi chain business. The discretion of a global corporate set-up. Over 25 years, I have found myself in all kinds of environments, switching from surviving to thriving in different roles, industries and geographies. Aligning a brand to its values, a product to its key advantages, or a team to its purpose, and finding the best manner to get it done, are things I have spent ample time doing. Clarity in communication and fairness in interactions are traits that have served me well so far, be it in a tense boardroom, a critical client presentation, or a sensitive investor pitch.

ENTREPRENEURSHIP / BRAND BUILDING EXPERIENCE

WOOSHI SINGAPORE | JAPANESE ROLLS & BOWLS
CEO / PARTNER / BRAND LEAD | 2019 – 2021

- Kickstarted a Japanese quick-service concept with Singapore's renowned Salad Stop! Group
- Develop the Menu Concept, Brand Identity and Operational Set-up from scratch
- Oversaw the day-to-day operations and business performance, while personally executing all brand growth and marketing initiatives

MAKI-SAN SINGAPORE | DIY SUSHI & SALADS
FOUNDER / CEO / BRAND LEAD | 2012 – 2018

- Singapore & Southeast Asia's first DIY Sushi and Salad Place
- 18 outlets in Singapore and 1 in Osaka, Japan
- Monthly turnover exceeding S\$1,000,000

HIGHLIGHTS

- Personally featured in prominent Singapore newspapers such as The Business Times and TODAY. Business covered in popular magazines and blogs such as Men's Health, Her World, L'Officiel, 8 Days, SportsSG and Vulcan Post
- Participated in student mentorship programmes, leadership talks and university forums to groom the next generation of entrepreneurs
- Created employment opportunities for the elderly, the physically challenged and those from troubled backgrounds

CORE STRENGTHS

- Leadership Skills & Confidence Building
- Organisational Structure Development
- Business Growth Forecasting & Solutions
- Delivery Platforms and Cloud Kitchens Set-up
- Halal Guidelines Implementation
- Culture Blueprint & Execution
- Operations & Communications Training
- SOP Creation and Franchise Development
- Marketing Management, including Customer Behaviour Mapping, Brand Collaborations and Loyalty Programmes

MARKETING-COMMUNICATION EXPERIENCE

MAERSK, INTEGRATED MARKETING SOLUTIONS (IMS) INDIA | HEAD OF CREATIVE | 2022 – 2026

Led a 40-member creative team of copywriters, art directors and video editors for the Danish shipping giant, Maersk. Oversaw across-the-funnel campaigns for a host of products and services; from strategy development all the way to creative execution.

Worked closely with HQ to revamp global brand guidelines and execute campaigns across regions.

BLKJ/HAVAS SINGAPORE & MULLENLOWE SINGAPORE | CREATIVE CONSULTANT & WRITER | 2021 – 2022

At BLKJ Havas, I worked on campaigns for KIA, Citroen, Pigeon, Changi Mobile and Mercedes, amongst others. I functioned independently as the only Creative on projects, as well in a team reporting to Creative Directors.

At MullenLowe, I was entrusted with projects for Sunlight Dishwashing Liquid (Vietnam market), and Blue Band Margarine (East Africa region).

MCCANN-ERICKSON SINGAPORE | SENIOR COPYWRITER | 2008 – 2011

CLIENTS: MasterCard, KFC, L'Oréal, Sony, Siemens, Ferrero, Hitachi and Nestle, amongst others

HIGHLIGHTS: Executed the agency's biggest project at the time (regional campaign for World MasterCard); scripted TV commercials for KFC; and developed multi-market campaigns.

THE ALCHEMY PARTNERSHIP SINGAPORE | COPYWRITER | 2007 – 2008

CLIENTS: MTV, Land Rover, Peugeot, Ford, Citigems, Citibank & The Cage Indoor Football facility

HIGHLIGHTS: Created well-received TV commercials for MTV, oversaw the launch of Land Rover Freelander, and executed projects for the banking and finance industry.

CRUSH SINGAPORE | **MCCANN-ERICKSON INDIA** | **OGILVY INDIA** | **MUDRA DDB INDIA** | 1999 – 2007

CLIENTS: Millennium & Copthorne Hotels, MYOB Accounting Solutions, RHB Bank, Unilever, Levi's and Hyundai Automobiles

EDUCATION

(Medium of Study: English)

- Bachelor of Science, Chemistry (1999)
Gujarat University, Ahmedabad, India
*WES Verified Qualification
- Post-Graduate Diploma in Environmental Law (2000)
World Wide Fund for Nature (WWF)
New Delhi, India

PROFESSIONAL CERTIFICATIONS

- Reliabelsoft Digital Marketing Course
- Google Digital MasterClass
- Restaurant Association of Singapore
'Driving Topline Sales' Workshop
- DRIVE Leadership Workshop