

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 developing B2B communications for Danish logistics giant, Maersk. Oversaw across-the-funnel campaigns through critical touchpoints like thought-leadership content, LinkedIn posts, digital sales pushes, hyper-targeting initiatives, event and webinar mailer journeys, and page optimisation efforts, amongst others.

Worked closely with HQ to revamp global brand guidelines and work with stakeholders across regions to create and deploy communication assets.

BLKJ/HAVAS SINGAPORE & MULLENLOWE SINGAPORE

CREATIVE CONSULTANT

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

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