

Omar A. Alobaidi

Marketing and Advertising

Graphic Designer, Web Designer & Video Editor

Mobile (964) 750 8689 577 • **E-MAIL** info@omar-alobaidi.com • **Website** www.omar-alobaidi.com

▪ Personal Details

Birthday / August 25, 1988.

Marital Status / Married.

Place of Birth / Baghdad. **Current Address** / Erbil.



▪ Introduction

I'm a Graphic Designer, Web Designer, Front End Developer and Social Media Expert based in Erbil, Iraq. I specialize in responsive website design/development, visualization, adverts for Google Display Network (GDN) and Affiliates marketing, managing c-Panel and FTP accounts and branding. I create responsive, usable & professional websites using best practice accessibility and the latest W3C web standards guidelines and enjoy taking complex problems and turning them into simple interface designs.

Furthermore I am experienced in designing and maintaining print jobs, corporate assets such as company profile, logo/mascot creation, business cards design, brochures, catalogs, posters, simulations and photography. In my vast experience of more than 5 years I have been working for the brands such as Coca cola, Land Rover, Pepsi, UNICEF, Asiacell, Zain, Toyota, Nestle, AISafi Danone, Fastlink, Newroz Telecom, Bosch and many other local brands.

To know further about my technical and aesthetic skills please have a look at my personal portfolio website: <http://www.omar-alobaidi.com>.

▪ Education

Bachelor of Graphic Design, 2010

Philadelphia University (Amman-Jordan)

▪ Skills

Web Development, Web Design, Graphic Design, Corporate Identity, Visual Communication, Video Editing, Animation, Branding, Marketing Strategies & Campaigns, Corporate Communications, Creative Team Leadership, Product Positioning, Web & Print Content Development, Focus Group & Market Research, Development of Training Materials, Sales Collateral & Support, Public & Media Relations, New Product Launch.

▪ Technology

Software / Adobe Creative Suite CC (Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Premier, After Effects), Google Sketch up, MS Office, SwichMax.

Web & Programming / Search Engine Optimization (SEO), Web Server Administration, Content Management Systems (Joomla, WordPress, Drupal), HTML, XHTML, CSS, jQuery, jQuery Mobile, jQuery UI, Google AdSense, Google AdWords.

▪ Languages

Arabic - Native or bilingual proficiency.

English - Professional working proficiency.

Kurdish (Sorani) - Elementary proficiency.

▪ Experience

In2-comms | Jan 2016 – Present

Graphic Designer & Video Editor

- Design social media posts.
- Create and edit social media videos.
- Design and Create Animated videos using After Effects.

NassPay | July 2016 – Dec 2016 (Part Time)

Graphic Designer

- Design social media posts.
- Designed company launch campaign.

Incostrat (Yalla Company) | Jan 2016 – Dec 2016

Graphic Designer & Video Editor

- Design social media posts.
- Create and edit social media videos.
- Design Irshad Logo for Unicef.

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Tishknet Internet Service Provider | Mar 2016 – Aug 2016

Communication and Graphic Design Manager

- Designing Tishknet 4G LTE launch campaign.
- Design and develop Tishknet website.

BMW Iraq | Feb 2015 – Dec 2015

Marketing Supervisor

- Planning, executing and monitoring all Marketing activities (ATL & BTL).
- Manage & negotiate with external marketing partners such as advertising agencies, digital marketing firms and production companies.
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research
- Coordinate and correspond with BMW ME (Headquarters offices).
- Analyze the current business performance and develop solutions to increase sales & brand awareness.

Achievements:

- Designed and developed CRM Application to collect customer data in showroom, events and to use it in all company activities.
- Designed and developed Al-Uroush company website in 3 languages.
- Designed Al-Uroush company profile.
- Successfully launched New Models of BMW cars.
- Increased brand awareness in Kurdistan region through different campaigns.
- Increased the showroom traffic by 40% through different marketing activities such as test drives etc.

Glitter Advertising | Jan 2014 – Feb 2015

Creative Manager

- Meeting clients or account managers to discuss the business objectives and requirements of the job.
- Interpreting the client's business needs and developing a concept to suit their purpose.
- Estimating the time required to complete the work
- Developing design briefs by gathering information and data through research; thinking creatively to produce new ideas and concepts
- Using innovation to redefine a design brief within the constraints of cost and time
- Presenting finalized ideas and concepts to clients or account managers
- Working with a wide range of media, including photography, painting and drawing.
- Contributing ideas and design artwork to the overall brief.
- Demonstrating illustrative skills with rough sketches, wireframes and initial designs
- keeping abreast of emerging technologies in new media (particularly design programs such as, Illustrator, Photoshop, InDesign, Google Sketchup and Flash)
- Working as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists.

FastLink 4G LTE Company | Jun 2013 – Des 2014

Marketing Department / Senior Web & Graphic Designer

- Creating full corporate identity including logo, stationary, promotional items...etc.
- Packaging design.
- Design indoor and outdoor advertising.
- Design visual ads for social media.
- Design Facebook application for Fastlink page.
- Design and develop Fastlink website in 3 languages using PHP, CSS and jQuery.
- Creating design guidelines.
- Administering of the Development website, social media home pages/content, to keeping them updated, current, relevant, and accurate.
- Dealing with printing houses and agencies to get the best prices for production.

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Newroz Telecom | Apr 2012 – Jun 2013

Marketing Department / Senior Web & Graphic Designer

- Managing, producing and designing projects from brief to fulfillment.
- Designing & creating marketing & e-marketing materials on a range of projects.
- Ensuring consistency in a client's corporate and promotional brands.
- Presenting finalized ideas & concepts to clients, colleagues and senior managers.
- Creating original artwork for short and long term projects.
- Involved in designing advertisements, brochures, handouts, flyers and online graphics.
- Working with a range of media, including photography, to create final artwork.
- Designing pitches and presentations for the sales teams.
- Keeping up to date with new software, post-production techniques & industry trends.
- Producing graphic content for site re skins, page layouts, email designs, site graphics & Flash banners.

Codixo ITS | Jun 2011 – Oct 2014

Creative Director

- Responsible for creating design solutions that have a high visual impact.
- Making designs for a wide variety of products and activities, such as websites, advertising, books, magazines, posters, computer, product packaging, exhibitions and displays, corporate communications and corporate identity.
- Working on concepts agreed with the client, choosing the appropriate media and style to meet the client's objectives.
- Meeting clients to discuss the business objectives and requirements of the job.
- Estimating the time required to complete the work and providing quotes for clients.
- Developing design briefs by gathering information and data through research.
- Thinking creatively to produce new ideas and concepts;
- Using innovation to redefine a design brief within the constraints of cost and time.
- Working with a wide range of media, including photography and computer-aided design.
- Proofreading to produce accurate and high-quality work.
- Demonstrating illustrative skills with rough sketches.
- Input employer and job seeker registration data as needed; proof reading and maintaining continuity of data posted and retained.

- Maintain an inventory of advertisements and manage the ad server software. As many online businesses are running advertisements, maintaining these ads and set parameters for them within the site's architecture.

Easy Bites | Dec 2012 – Jul 2013

Creative Director

- Design logo and corporate identity.
- Mobile application UI design.
- Design social media materials.
- Social media monitor.
- Easy Bites, the first internet start-up in Iraq. "Easy Bites is an internet start-up set to provide location-based food delivery services to the Iraqi community".
- Google Tech-Talk: <http://www.youtube.com/watch?v=emrvmVMSQeI>
- Wamda Article: <http://www.wamda.com/2013/06/scaling-a-lean-startup-in-iraqthestory-of-easy-bites>.
- Feature on Al Sumaria (national TV): <http://www.alsumaria.tv/news/78455/iraqirestaurants-in-arbil-use-new-techn/en>.

G.E.G. Reklam | Aug 2011 – Apr 2012

Web / Graphic Designer

Graphic Design & Illustration, Website Designing, Social Media Marketing, Business analytic report, Offset and Digital Printing, Marketing Presentation, Flyer, Newspaper advertisement Product Magazine, Product logo, Product Packaging and relevant material, Brand development, Signage and big poster, Roll-up, Pop-up and Gondola design and placement, Marketing collateral, Developed brand strategy.

Personal Talents & skills

- Fast ability to learn new technologies.
- An Effective Team player when information sharing and transparency is the environment.
- Enjoying problems solving and analysis.
- Very good presentation skills
- Ability to lead
- Good negotiations skills
- Ability to think creatively and innovatively
- Analytical skills to forecast and identify trends and challenges
- Budget-management skills and proficiency
- Able to learn and utilize different software
- Strong research and analytical skills

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▪ Interests

New technologies and Automotive.

▪ Reference

Available upon request.