

OMAR D. JOSEPH



NORTH BRUNSWICK, NJ



OJOSEPH@OMARJOSEPH.COM



(732) 684-2996



www.linkedin.com/in/omardjoseph



MARKETING COMMUNICATIONS EXECUTIVE

Results-driven and accomplished marketing executive with 15+ years of broad experience in leading and managing project teams, developing and implementing strategic plans, and executing enterprise programs. Passion for building programs and initiatives that impact and develop diverse communities. Adept at collaborating with C-suite, leading recruiting and training, executing marketing campaigns, increasing brand awareness, and leveraging innovative video, social media and online initiatives. Proven track record of coordinating internal departmental efforts, driving key account growth, and ensuring completion of strategic business goals within time and budgetary constraints.

- Strategic Planning & Implementation
- Market Trend & Analysis
- Diversity, Equity & Inclusion Initiatives
- Team Building
- Marketing Strategy
- Cross-functional Collaboration
- Project & Program Management
- Budget Management
- Training & Development



CAREER EXPERIENCE

2013-PRESENT QUEST DIAGNOSTICS, SECAUCUS, NEW JERSEY

2017-PRESENT DIRECTOR, REGIONAL MARKETING - EAST

Marketing leader for all strategic initiatives for a region generating \$1.4B across three submarkets, inclusive of seven states and Washington, D.C. Maintain vendor relationships and led development teams delivering projects within time and \$900,000 budget for 20+ stakeholders across the region. Implemented marketing campaigns after conducting market research and customer insights in collaboration with business partners across the company that resulted in enhanced awareness and changed patient behavior. Developed a region-wide growth initiative while consolidating fragmented marketing efforts for patient services, and growing revenue by \$300,000 and the average number of patients seen per day by five, per service center.

- Increased revenue by more than \$3M by integrating sales initiative and leveraging a strategic partnership with the New York Giants.
- Implemented the region's largest integrated marketing campaign that generated more than 6,000 patient appointments or \$330,000 in revenue.
- Launched diversity campaign targeted at African American physicians and patients across the region that increased awareness of health disparities and provided easy-to-understand education on relevant diagnostic testing

2015 - 2017 DIRECTOR, MARKETING/COMMUNICATIONS

Directed all marketing and communication campaigns as primary leader across corporate departments while serving as business partner to 30 stakeholders and organizing digital, video, specialty and print marketing. Conceptualized the marketing framework for the first direct to consumer franchise, Blueprint for Athletes, in collaboration with the New York Giants, Buffalo Bills, Houston Texans and Washington Wizards.

- Led development of the core visual identity and naming of the enterprise brand Quantum that resulted in consolidated portfolio of solutions and online tools for 300,000 physicians and practices.
- Implemented programs and initiatives that improved the work environment through new rewards and recognition while serving as a founding member and Culture Committee Co-Chair.

2013 - 2015 DIRECTOR, INTEGRATED MARKETING

Managed portfolio of products as business partner and strategic marketing lead for Healthcare IT Services. Rebranded the top four laboratories to introduce the new Quest brand. Advised all corporate departments on overall marketing strategy and execution across diverse projects by determining measurable and achievable goals, target markets and results-oriented plans.

- Spearheaded the rebranding and launch of the MyQuest mobile application and patient portal that led to user growth of 100% in one year.
- Increased employees' engagement survey participation and achieved 15% year-over-year growth by developing an award-winning campaign.



CAREER EXPERIENCE (CONTINUED)

2007 - 2013 JK DESIGN, INC., HILLSBOROUGH, NEW JERSEY

ACCOUNT MANAGER

Managed and grew key accounts by building and maintaining relationships with decision makers while directing creative development, project planning and execution and content development for clients across multiple industries, including healthcare, transportation, manufacturing and pharmaceutical. Delivered meticulous project management and execution, vendor management and creative thinking resulting in unique and award-winning print, video, website, branding, event and social media initiatives. Specialized in engagement campaigns and projects to improve internal branding efforts and employee retention.

- Led projects related to mergers and acquisitions, spin-offs and company launches by leveraging proven tactics that resulted in saving costs and reducing headcount requirements.
- Managed the team that developed overarching branding, resources and tools for the D&I department at Tyco International that was used to educate and create awareness of the program's value.

2005 - 2007 TYCO INTERNATIONAL, PRINCETON, NEW JERSEY

COMMUNICATIONS SPECIALIST

Managed a \$1.3M budget and a team of 13 creative and content production team members responsible for producing an organizational magazine published in eight languages and distributed to 200,000. Authored speeches and presentations for executives for events, conferences and media appearances. Developed multi-channel content to reach employees across divisions at the United States headquarters. Provided strategic counsel for corporate functions, including Human Resources, Compliance, Legal and Environment Health & Safety on communications best practices and overall strategy.

- Led a 10-person engagement committee while managing a \$250,000 budget responsible for increasing employee morale, improving the company culture and retaining employee.



ADDITIONAL EXPERIENCE

MANAGING PARTNER

O.S. RANDOLPH GROUP, LLC, NORTH BRUNSWICK, NEW JERSEY

Online marketing consultancy specializing in social media talent management and campaigns driving more than 55M views on YouTube and 500,000 subscribers on Instagram and Twitter.

BOARD MEMBER

HEALTHY NEWSWORKS, PENNSYLVANIA

GUEST LECTURER

ELON UNIVERSITY, NORTH CAROLINA



EDUCATION & AWARDS & RECOGNITION

BACHELOR OF ARTS, COMMUNICATIONS

BACHELOR OF ARTS, PUERTO RICAN & HISPANIC CARIBBEAN STUDIES

RUTGERS UNIVERSITY, NEW BRUNSWICK, NEW JERSEY



AWARDS & RECOGNITION

RECOGNIZED 15 TIMES FOR OUTSTANDING WORK IN MARKETING, COMMUNICATIONS AND FILM

Quest Diagnostics Empowering Better Health Award, Company Award for Healthcare Excellence

Telly Award, Honoring Excellence in Television & Video

MarCom Award, Honoring Excellence in Marketing & Communication

Communicator Award, Leading International Awards Program in Marketing & Communications

International Association of Business Communicators Iris Award, Excellence in Business Communications