

OMAR D. JOSEPH

MARKETING COMMUNICATIONS EXECUTIVE



NORTH BRUNSWICK, NJ



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CAREER SUMMARY

- **Strategic Marketing & Communications Executive** with 15+ years of experience influencing, building and executing successful enterprise programs, in collaboration with leadership.
- **Results Oriented Business Leader** focused on marketing excellence by identifying achievable goals while balancing financial, resource and other constraints in highly matrixed leadership structures.
- **Passionate & Creative People Manager** with a proven track record of managing, mentoring, motivating and developing diverse employees demonstrating accountability, ethics and character.



EXPERIENCE

- 2013-PRESENT **QUEST DIAGNOSTICS**
- 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.
 - Managed strategic vendor partners and creative development teams against a defined strategy, effectively delivering projects within timelines and a \$900,000 budget for 20+ stakeholders across the region.
 - Established African American Business Leaders, the company's fastest growing employee business network to empower, develop and improve its member's health.
- 2017 - 2015 **DIRECTOR, MARKETING/COMMUNICATIONS**
- 2015 - 2013 **DIRECTOR, INTEGRATED MARKETING**
- 2013 - 2007 **JK DESIGN**
ACCOUNT MANAGER
 - Managed and grew key accounts by cultivating relationships with decision makers while leading creative development, project planning/execution and content development with responsibility for clients across multiple industries, including healthcare, transportation, manufacturing, and pharmaceutical.
- 2007 - 2005 **TYCO INTERNATIONAL**
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 employees.
- 2009-PRESENT **O.S. RANDOLPH GROUP, LLC**
MANAGING PARTNER
 - 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.



EDUCATION

RUTGERS UNIVERSITY

BACHELOR OF ARTS,
COMMUNICATIONS

BACHELOR OF ARTS,
PUERTO RICAN & HISPANIC
CARIBBEAN STUDIES



STRENGTHS

STRATEGIC THINKING

DIVERSITY, EQUITY
& INCLUSION INITIATIVES

C-SUITE INFLUENCING

PROBLEM SOLVING

COLLABORATION

PEOPLE DEVELOPMENT
PROJECT MANAGEMENT

ETHICAL LEADERSHIP

VENDOR MANAGEMENT



AWARDS

EMPOWERING BETTER
HEALTH AWARD

TELLY AWARDS

MARCOM AWARDS

COMMUNICATOR AWARDS

IRIS AWARD



ADDITIONAL EXPERIENCE

BOARD MEMBER
HEALTHY NEWSWORKS

GUEST LECTURER
ELON UNIVERSITY