

OMAR D. JOSEPH



NORTH BRUNSWICK, NJ



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CAREER SUMMARY

- **Marketing & Communications Executive** achieving exponential business growth and elevating brand reputation across industries, including healthcare and technology, through go-to-market strategies, communication planning and integrated marketing campaigns.
- **Accomplished Business Strategist** leading creative professionals to conceptualize online marketing programs enabling businesses, non-profits and social media influencers to expand brand reach, drive digital channel growth and facilitate local / global sponsorship deals.
- **Data Driven Innovator** recognized for driving marketing excellence by crafting and executing strategies leveraging consumer insights and analytics to create award-winning print, video, website, branding, event and social media materials / content.
- **Driven Project & Program Manager** steering high-impact initiatives while managing executive stakeholders in support of global DEI learning events, brand development efforts, mergers and acquisitions (M&As) and company / brand introductions.
- **Transformational Leader** creating an engaging workplace / culture, elevating employee morale / retention rates by establishing measurable programs and driving change through leadership of diversity, equity and inclusion (DEI) employee resource groups.



PROFESSIONAL EXPERIENCE

2023 - PRESENT O.S. RANDOLPH GROUP LLC., NORTH BRUNSWICK, NJ

MARKETING LEADER & CONSULTANT

- Direct a team to oversee delivery of online marketing and branding services to clients, including social media, video, email marketing and brand management, across multiple industries, elevating their market presence.
- Design marketing campaigns, define social media strategies and build brands for social media influencers, non-profits and businesses.
- Develop scorecards to share competitive analysis and key metrics, resulting in data-driven insights that inform marketing decisions.
- Design and implement marketing strategies achieving over \$10K / month in recurring revenue for clients via sponsorship negotiation.
- Leverage a data-driven approach to increase follower engagement, reaching 60M organic YouTube views, 750K+ subscribers on Instagram, YouTube, X (formerly Twitter) & TikTok.

2021 - 2023 META (FACEBOOK) – MENLO PARK, CA

CONTENT ENGAGEMENT PROGRAM MANAGER

- Oversaw implementation of go-to-market (GTM) campaigns and change management strategies as Communications Lead for Global Diversity, Equity and Inclusion (DEI) Learning, leading new projects and events in support of innovative developmental programs.
- Established a cohesive DEI Learning voice and messaging platform, driving alignment across learning & development (L&D) teams.
- Crafted executive communications for Global DEI Learning Director, including presentations, scripts, and talking points.
- Increased membership on key messaging platforms by 140%, raised messaging impressions by 20% and drove a 6% increase in DEI course enrollment (Be the Ally) through strategic communication planning for global learning events impacting up to 20K employees.
- Streamlined / centralized organizational communication by creating the L&D rollup, a communication platform minimizing messaging noise, while consolidating from approximately ten channels to one.
- Communicated recurring updates to critical partners, leaders and stakeholders to influence and facilitate informed decisions.
- Advised and consulted on DEI learning based on data / measures of success, resulting in continuous improvement to programming.

2013-2021 QUEST DIAGNOSTICS

2017-2021 DIRECTOR, REGIONAL MARKETING – EAST

- Promoted to a key leadership role to execute strategic marketing initiatives in partnership with the sales leadership team for the organization's largest region, generating \$1.4B in revenue.
- Improved brand awareness by developing the region's largest integrated marketing campaign, reaching 30M impressions by leveraging a blend of traditional and digital media campaigns.
- Increased revenue \$3M+ by leading a strategic sales initiative and maximizing a partnership with the National Football League (NFL).
- Delivered designated projects on time and within a \$900K budget for 20+ stakeholders while directing vendors and creative teams.
- Conceptualized strategic marketing plans based on market research and customer insights analysis.
- Generated \$300K in revenue by developing a regional growth campaign, raising average daily patient visits by five per service center.
- Founded and led the African American Business Leaders employee network attracting 1,200+ members, establishing a diversity internship program and maximizing revenue and patient engagement by launching the first diversity marketing campaign.



PROFESSIONAL EXPERIENCE (CONTINUED)

2013-2021 QUEST DIAGNOSTICS (CONTINUED)

2015 - 2017 DIRECTOR, MARKETING/COMMUNICATIONS

- Led development and execution of company marketing / communication campaigns across multiple departments.
- Planned and delivered digital, video and print marketing initiatives while serving as a business partner to 30 stakeholders.
- Established a marketing framework for the first direct-to-consumer franchise (Blueprint for Athletes) in partnership with the New York Giants, Buffalo Bills, Houston Texans and Washington Wizards.
- Developed visual identity and selected name for the enterprise brand, Qunam technology, a consolidated portfolio of solutions and online tools for 300K physicians and practices.
- Co-founded and co-chaired culture committee to foster workplace transformation via innovative rewards and recognition programs.

2013 - 2015 DIRECTOR, INTEGRATED MARKETING

- Oversaw product portfolio as a strategic marketing leader for healthcare IT solutions while serving as a business partner to over 20 stakeholders, managing all digital, video, specialty and print marketing operations.
- Achieved 100% user growth in one year by leading the rebranding and launch of the MyQuest mobile application and patient portal.
- Maximized employee engagement survey participation and achieved 15% YoY growth by developing an award-winning campaign.
- Updated the top four laboratory facilities to introduce the new Quest brand, through visual marketing and branding.
- Served as the leader of the Young Professionals Mentoring Committee, creating and introducing impactful programs.

2007 - 2013 JK DESIGN

ACCOUNT MANAGER

- Delivered award-winning print, video, website, branding, event and social media materials, demonstrating innovation and creativity.
- Grew key accounts and increased revenue through creative development, project execution and content creation for clients across diverse industries, including healthcare, transportation, manufacturing and pharmaceuticals.
- Improved internal branding efforts and drove employee retention by spearheading engagement campaigns and projects.
- Achieved cost-savings, reduced headcount and drove business expansion through M&As, spin-offs and company launch programs.

2005 - 2007 TYCO INTERNATIONAL

COMMUNICATIONS SPECIALIST

- Managed organizational magazine, distributed in eight languages to 200K staff, leading 13 creative professionals and a \$1.3M budget.
- Executed annual departmental and corporate communications strategy, driving cohesive and impactful messaging.
- Developed multi-channel content to deliver unified messaging to employees across various divisions at the U.S. headquarters.
- Chaired a 10-member engagement committee with a \$250K budget, resulting in improved employee morale and retention.



ADDITIONAL EXPERIENCE

O.S. RANDOLPH GROUP, LLC, NEW JERSEY — MANAGING PARTNER

HEALTHY NEWSWORKS, PENNSYLVANIA — EXECUTIVE BOARD MEMBER

PTO, NEW JERSEY — MARKETING DIRECTOR



EDUCATION

RUTGERS UNIVERSITY

BACHELOR OF ARTS, COMMUNICATIONS

BACHELOR OF ARTS, PUERTO RICAN & HISPANIC CARIBBEAN STUDIES



AWARDS & RECOGNITION SUMMARY

QUEST DIAGNOSTICS EMPOWERING BETTER HEALTH AWARD

Company Award for Healthcare Excellence

INDUSTRY AWARDS

Repeat recipient of the following honors:

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