

Omar Manzoor

Event & Marketing Specialist

Dedicated Learner | Innovative Thinker | Driving Positive Change

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PROFESSIONAL EXPERIENCE

EPIC Marketing Agency, Jeddah — Events Manager

NOV 2023 - Present

- Develop comprehensive event strategies tailored to each campaign's objectives and aesthetics.
- Oversee event operational strategies, budgeting, and planning, implementing cost-effective solutions and tactics.
- Cultivate strong client relationships, providing exceptional support to ensure the successful achievement of event objectives.
- Manage supplier relations and resource allocation to optimize outcomes while minimizing costs.

Innovation Advertising, Jeddah — Events Specialist

OCT 2021 - OCT 2023

- Envision and engineer unique journeys and experiences, embodying clients' essence for their audiences
- Craft and execute innovative strategies, encompassing marketing tactic, event orchestration, and budget management
- Foster client growth through bespoke development strategies, aligning with long and short-term objectives

Creact, Jeddah — Client Servicing

JAN 2018 - SEP 2021

- Guided successful campaigns as a Client Servicing Manager, steering strategies, budgeting, and communications
- Nurtured client relationships, ensuring seamless coordination, and achieving exceptional campaign outcomes

Creact, Jeddah — Account Executive

MAY 2017 - JAN 2018

- Served as an instrumental Account Executive, leading proposal creation, execution, and comprehensive reporting
- Managed pivotal projects for renowned brands including MoneyGram, Sadafco, and Binzagr CO-RO

SKILLS

Event Planning

Creative Conceptualization

Budget Management

Event Orchestration

Vendors Relations

Project Management

Team Leadership

Risk Assessment

On-Site Coordination

Problem-Solving

Client Servicing

Post Event Evaluation

BTL Marketing Strategies

Brand Analysis

Consumer Engagement

Guerilla Marketing

Data Analysis & Reporting

MS Office Proficiency

Free Lights Marketing, Jeddah — *Data Analyst*

FEB 2010 - JAN 2012

LANGUAGES

English, Arabic and Urdu

- Advanced swiftly from Data Capturer to Data Analyst, diligently producing audit draft-reports for prominent clients
- Analyzed and presented actionable insights for HTC Smartphones, P&G, Toshiba, and Zain Telecom

KEY PROJECTS

IKEA - Al Sulaiman Group

- Orchestrated IKEA's groundbreaking New Year Booklet Launch (2020), featuring a captivating 3D in-store installation
- Initiated a crowd-pulling activation for IKEA, amplifying brand engagement through interactive activities

SENSODYNE - GSK

- Set a Guinness World Record for Sensodyne (2019), crafting a colossal logo from retail SKUs for GlaxoSmithKline

SUNTOP & SUNCOLA - BINZAGR CO-RO LTD

- Spearheaded the triumphant SUNTOP "STAR OF THE YEAR" Grand Event (2019) for Binzagr CO-RO., engaging over 300,000 children across malls and schools
- Led the dynamic Suntop Sales Push Campaign, ensuring the liquidation of SKUs through strategic wholesale channels
- Directed the logistics, execution, and reporting of large-scale SUNTOP and SUNCOLA Booklet Redemptions

UNILEVER

- Managed the Back to School in-store sales push campaign for Unilever, elevating brands like lifebuoy, Signal, Vaseline & Sunsilk
- Organized a prestigious Clear GO7 Event, enabling a memorable Meet & Greet opportunity with Cristiano Ronaldo.

MG JIAD Motors MYNM – MG Whale Launch (New Model Launch event)

- Organized a prestigious car launch event by the name of “whale”.
- Crafted a themed event driven towards the aesthetics of a whale
- Key Roles: Planning, budgeting, event and operations management
- Executed in Jeddah

MG JIAD Motors MYNM – Showroom Launch Events

- Planned and executed Showroom Launch event for MG JIAD Motors.
- Key roles: planning, budgeting, event and operations management
- Executed in Jeddah / Riyadh & Dammam

JAECOO Media Test Drive Event

- A new Chinese Car brand that is on its way to the Saudi market, launching in mid March 2024
- Planned and executed tailored events driven for Media Influencers to try out the vehicle
- Key Roles: Planning, budgeting, allocating of resources, event and operations management
- Executed in Jeddah and Riyadh

EDUCATION

Cardiff Metropolitan University, UK – Bachelors in Business Administration & Marketing

FEB 2017

Cultivated critical thinking and global business insights through rigorous coursework

Segi College, SJ Malaysia — *Certificate in Business*

July 2013

- Garnered a comprehensive foundation in finance, marketing, HR, administration, and operational principles.