



# Umer Farooq

## Overview

Digital Media Marketing specialist with an overall experience of 4+ years, Insightful, tenacious, result-driven professional with experience in information technology and digital marketing, highly accomplished, skilled and talented advertising professional. Love to travel and meet new people.

✉ umerfarooq1859@gmail.com

☎ +1 647-456-1552

📍 Toronto

🌐 umerfarooq.digital/

🌐 linkedin.com/in/Umer1859

## WORK EXPERIENCE

### Manager - Paid Social & Search

Omnicom Media Group - PHD Media

02/2019 - Present

Toronto

#### Achievements/Tasks

- Planning and execution of social media plans and Assist in coaching and managing assistant team members
- Performance strategy development, campaign planning & executing, optimization, data analysis
- Efficiently managing and optimizing budgets across performance platforms to ensure planned delivery in-line with the client's business objectives
- Playing a key role in supporting business development, as well as building and maintaining client relationships and to facilitate internal and external social media training and development
- Meet with media sales reps and industry representatives on a regular basis to pursue ideas that are strategically aligned with the client's business
- Seeking opportunities to test new technologies and betas to drive desired client KPI's and Developing training sessions for junior team members as well as wider teams across the agency

### Senior - Digital Campaign Strategist

Ogilvy and Mather, UAE

03/2018 - 02/2019

#### Experience

- Handling various Clients - KFC, DIFC, Vodafone Qatar, Bridgestone & Firestone, Abu Dhabi Tourism.
- Setting up the Campaigns in Various Ad Servers: DoubleClick Campaign Manager (DCM/DFA), Sizmek Media and Google Display Network (GDN). Create, manage, and optimize the Display, Video, Gmail, YouTube Campaigns.
- Building Strategies - Tracking the Website activities through Google Analytics and Floodlights to analyse the ROI of the Campaigns.
- Daily/Weekly monitoring and optimization of campaigns to ensure campaign success. Monitoring of campaigns pacing and Performance against agreed-upon KPI(s).
- Reporting: Preparing Weekly reports for all the Clients and also, providing the analysis on how the Campaign is performing in order to increase the KPI.
- Helping the clients & Media Managers/Planners for helping them to understand the metrics and KPI for the Campaigns and training Colleagues.

## SKILLS

Account Management

Reporting and Measurement

Media Operations

Optimization

Media Planning

Advanced Excel

Site Tagging

Client Servicing

Digital Startergies

Post Campaign analysis

## EDUCATION

MBA - Operational Management (2013 - 2015)

PGDM - Diploma in Marketing and Science (2013 - 2014)

BBM - Bachelors in Business Management (2009 - 2012)

## CERTIFICATES

Google Adwords Fundamental

Video and Display Advertising

YouTube Advertising

Facebook Blueprint

## LANGUAGES

English ● ● ● ● ●

French ● ● ● ○ ○

Hindi ● ● ● ● ○

## PLATFORMS WORKED ON

DCM

Google Adwords

Google Anaytics

Google Tag Manager

Facebook

LinkedIn

Twitter

Snap Chat

Tableau

Adobe Analytics

MOAT

Atlas