

# OMAMA QURESHI

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## EDUCATION

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**The University of Texas at Austin** Bachelor of Business Administration, Marketing May 2020  
Bridging Disciplines Program Certificate, Digital Arts & Media

## EXPERIENCE

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**Accént – Co-Founder and Chief Marketing Officer** Jan. 2021 – Apr. 2023

- Created unique brand identity, including company logos and visuals to create brand awareness and recognition
- Developed and executed a tailored B2B marketing strategy, which led to securing high-profile clients like Google and Duolingo
- Managed social platforms, growing our **followers by 3X** and increasing **engagement by 20%** via data-driven content strategy
- Produced weekly newsletters around industry news, education, etc. and consistently driving a **60% open rate**
- Collaborated with the tech team to continuously improve the UX/UI of our website to ensure a seamless experience

**PMG Digital Agency – Social Media Manager on Apple Education** Sept. 2021 – Nov. 2022

- Led regional client relationships, exceeding YoY goals through strategic campaign recommendations
- Built and optimized Twitter campaigns based on best practices, which led to an overall **15% in engagement**
- Spearheaded relationship with Twitter vendors to present clients with unique growth opportunities
- Analyzed campaign metrics and provided weekly optimization recommendations which increased **CTR by 30% YoY**
- Created and presented regional yearly reports and global QBRs with YoY analytics and insights to drive change

**PMG Digital Agency – Internal Marketing Team Member** Jan. 2021 – Nov. 2022

- Introduced a new social strategy and created **weekly** graphics and videos following social trends to boost engagement
- Connected the Marketing Team's and the Employee Resource Group's initiatives to promote key DEI work on social
- Collaborated with the Events and Experiences team to design branding opportunities like swag that drove company culture

**PMG Digital Agency – Media Coordinator on Apple Education** Aug. 2020 – Sept. 2021

- Supported client relationships under the direction of mentors to ensure exceptional service delivery
- Managed and optimized Twitter campaigns for the US, ANZ, ALAC, and CA regions to meet client KPIs
- Conducted in-depth analysis of campaign performance and provided weekly reports to highlight opportunities

**Vrbo – Social Media Intern** Jun. 2019 – Aug. 2019

- Implemented **11 influencer marketing campaigns** to increase brand awareness by 10%
- Formulated always-on social-content to drive engagement up by **349% on Facebook, 107% on Instagram, and 777% on Pinterest**
- Collaborated with Video Pod to increase YouTube video **views by 5%**
- Ran **5 A/B social tests** through Naytev to offer informed content recommendations to the Creative Team

## LEADERSHIP EXPERIENCE

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**International Faith & Cultures ERG Leader – PMG Digital Agency** Feb. 2021 – Nov. 2022

- Served as the Muslim representative for the company, fostering a more tolerant and inclusive work environment
- Organized monthly social events for ERG members to create a sense of belonging and drive knowledge-sharing
- Implemented permanent reflections spaces across all offices for employees to use for prayer times alongside the Facilities Team

**BIPOC ERG Leader – PMG Digital Agency** Aug. 2021 – Nov. 2022

- Led monthly roundtables and social events for BIPOC employees and allies to foster a sense of community
- Collaborated with the marketing team to craft company-wide communications on current events affecting our employees
- Managed partnership with Accént to design 500 employee gift boxes in honor of Hispanic Heritage Month and Lunar New Year

## ADDITIONAL INFORMATION

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**Computer Skills:** Microsoft Office, Adobe Creative Suite, Figma, Google Analytics, HubSpot, Naytev, Brandwatch, NetBase

**Languages:** Fluent in English and Urdu

**Interests:** Blogging, Content Creation, Influencer Marketing, Digital Marketing Trends

**Work Eligibility:** Eligible to work in the U.S. with no restrictions