

Omar Bacha

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Head of Marketing Operations for Exness. Experienced marketing lead in the spaces of technology, finance, e-commerce and events. I build high-performing marketing teams from the ground-up.

EXPERIENCE

Current

Head of Marketing Operations EXNESS

- * Producing, managing and streamlining processes and planning to ensure a "well-oiled" marketing engine.
- * Responsible for the flawless execution of campaigns.
- * Lead the campaign operations teams across all regional and global departments.
- * Work closely with the Product team to ensure successful implementation of new marketing technology platforms.
- * Produce dashboards and reports for the global marketing department to see how we are performing against goals and outcomes.
- * Produce insights from the dashboard on how we can improve or areas that need attention.
- * Develop a roadmap for improvements and necessary changes.
- * Assess the organization's capabilities against objectives, and build the required infrastructure to support these goals.

2021-2022

Senior Marketing Consultant POMELO FASHION

Pomelo is Asia's largest fashion label and e-commerce platform. I was recruited to consult on technologies, analytics, and marketing efficiency.

- * Report to the company vice president on various projects and performance of the marketing team.
- * Drive strategic direction on improvements to processes and technology.
- * Own the marketing operations architecture and technology that support pipeline growth, including lead processes, marketing automation, technology, reporting and analytics.
- * Analyze user behavior across app, website and landing pages to uncover actionable insights, and create and carry out multivariate tests.
- * Project and campaign planning, tracking & recommendations.
- * Support campaign execution across Google Marketing Platforms and Hubspot, including campaign setup, tracking setup, delivery, segmentation, workflows, data management and reporting.
- * Use data to measure performance of discount/loyalty programs and to drive innovation through insight.
- * Drive efficiencies within the marketing team.
- * Define, develop and deliver marketing measurement approach, including marketing analytics and reporting.
- * Analyze the performance of each initiative to improve future performance.
- * Develop marketing automation best practices and campaign management best practices and trends.

2016-2018

Deputy CMO & Head of Digital Marketing TRADE.IO / TIOMARKETS

- * Led digital efforts in an ICO that raised \$31 million.
- * Tasked with developing an in-depth understanding of our clients' omni-channel journey and deploying each channel to the best effect to successfully engage and acquire new customers.
- * Design & implementation of high-converting sales funnels using email, SMS, WhatsApp and push notifications.
- * Report to all stakeholders (CMO, CEO and shareholders) on digital activities, results, and plans.
- * Support the CMO in the development and execution of marketing strategies, KPIs and budgets.
- * Responsible for all web assets, SEO, and all biddable media such as PPC, retargeting, paid social and programmatic display.
- * Created engaging, persuasive and high-ranking content to engage, convert and nurture prospects through the sales funnel.

EXPERIENCE CONTINUED

[CONTINUED] - Head of Digital TRADE.IO / TIOMARKETS

- * Manage all digital marketing campaigns.
- * Set up cross-channel attribution tools to give the department and senior management a 360 view of customer journeys.
- * Analyze performance to identify and execute opportunities for improvement and optimization.
- * Accelerate paid digital media performance to achieve targets related to traffic, CPA and ROAS.
- * Advocate internal technology developments that support company goals and efficiency.
- * Design & implementation of high-converting sales funnels using email, SMS, WhatsApp and push notifications.
- * Report to all stakeholders (CMO, CEO and shareholders) on digital activities, results, and plans

2015–2017

Digital Marketing Specialist EASYMARKETS

- * Oversaw implementation of email marketing funnels based on projections such as intent-to-purchase and lifetime-value.
- * Understanding and optimizing the user journey, taking action on key metrics and KPIs through continuous testing and user experience improvements.
- * Continuously identifying new testing & conversion opportunities using tools such as Google Analytics, HotJar and through CRM data.
- * Overhaul of email marketing system and procedures, with responsibility over
- * campaign management, final execution, delivery, reporting, and optimization.
- * easyMarkets

2014–2015

Head of Marketing UNLEASH GROUP

An events company focused on creating conference & expo events for enterprise-level organizations.

- * Built out the full marketing mix for a newly formed marketing department.
- * Full development of marketing strategy to shape growth in revenue from sponsors and delegates.
- * Secured brand recognition within the marketplace through a corporate rebranding strategy.
- * Oversaw design & development of new websites in line with strategic marketing objectives.
- * Design, plan and build marketing campaigns across all channels.
- * In-depth market and competitor research to identify areas of opportunity.
- * Manage overall marketing budget to satisfaction of agreed targets.
- * Develop a content hub that positioned Unleash as a market leader within the HR space.
- * Set up and configuration of all CRM and analytics tool, and training teams on their use.
- * Drove a connected sales and marketing approach within the business to improve information sharing and guide business growth.
- * Devised and promoted new sponsorship opportunities that generated significant revenue for Unleash while delivering tangible value for sponsors.
- * Worked with sponsors Google, Oracle and IBM to create industry research which was used in top-of-funnel acquisition efforts and in support of brand-positioning objectives

EXPERIENCE CONTINUED

2012–2014

Paid Media & Analytics Manager XM.COM

- * Responsible for media budget of EUR 150K per month.
- * Negotiated purchase terms and selected relevant digital publications and websites for display targeting in line with current campaigns & overall acquisition strategy.
- * Fostered strong vendor relationships to secure more favorable purchase terms.
- * Analyzed results of media buys and redistributed budget according to performance.
- * Tracked website metrics to detect potential usability problems and made recommendations based on my findings.
- * Identified new opportunities for higher conversion rates across all web assets.
- * Detailed reports on media buying and website user behavior.

2008–2012

Marketing Manager SPOTWARE SYSTEMS (CTRADER)

- * Led a development team to create products for brokers and end users, such as a resource portal for algorithmic trading, and a marketing portal to help brokers effectively market the cTrader platform.
- * Worked closely with the CMO to generate workable concepts for platform promotion.
- * Managed AV team to produce video campaigns, video series, and extensive platform tutorials.
- * Implemented widely-adopted feedback mechanisms to facilitate communication between platform users and dev leads.
- * Managed PPC budget and campaign execution.

2005–2008

Head of Customer Accounts KAZELI LTD

- * Provided dedicated and heavily customized CRM software solutions to our clients through analysis of their businesses processes.
- * Selected as the primary Kazeli customer service contact for several key accounts, including McDonald's, Chet Holmes International, Salisbury Landscaping and Primary Media.
- * Instrumentally selected as the lead for the development of the Kazeli customer help system, including both the organization of the system structure as well as most of the content published.
- * Establishment and maintenance of client websites using internally-developed and specially trained publishing tools.
- * Live one-to-one training of client sales teams customized to the tailored solutions demanded by their accounts and business volume.
- * Developed and maintained excellent relationships with our clients to ensure above-expectation delivery of our services and products, in-line with an aggressive expansion strategy.