

OMAR KHALAFALLAH

KEY SKILLS

Sales and Marketing – Passionate about meeting and exceeding set targets. Solution oriented with strong customer service focus. Built lasting relationships internally and externally by providing world class experience.

Problem solving – Loves a challenge! Solution finder in a methodical manner, independently as well as with internal and external business partners.

Team Player/ Servant Leader - Enjoys learning, sharing knowledge and encouraging development of others to achieve specific team goals.

Planning and organizing – Multitasker with refined planning and organizational skills that balance workload, team support and ad-hoc responsibilities in a timely and professional manner

Languages - Native speaker in English and Arabic. Some French and currently studying Swedish.

Technical Proficiencies - SEO/SEM, Digital Marketing, Email Marketing, Content Marketing, Analytics, Market Research, Brand Recognition, Social Media, Project Management, Sales Development, CRM, Strategy, Reporting and Insights.

PROFILE

A visionary professional with a passion for bridging the gap between business and customers. Proven track record in marketing and sales management. Experienced in developing strong relationships, devising effective marketing strategies, driving profitability, and enhancing customer satisfaction.

WORK EXPERIENCE

CO-FOUNDER, AT MERGE AB, SWEDEN 2024 - PRESENT

- Co-founded a specialized marketing agency focused on advanced marketing technology solutions.
- Developed and executed comprehensive marketing strategies, including content creation, eBook campaigns, and lead generation tactics.
- Led creation of a scalable email process using lead magnets.

HEAD OF MARKETING, HUEZ AB, SWEDEN 2023 - 2024

- Developed targeted content strategies.
- Conducted comprehensive market research, including focus groups.
- Spearheaded selection and deployment of marketing technology stack, including CRM, marketing automation, and analytics platforms.
- Collaborated with IT and operations to ensure seamless integration of tools with existing systems.

LEAD SALES AND MARKETING OFFICER, THE HERO LOOP; SWEDEN 2022- 2022

- Developed sales enablement processes and materials.
- Along with CEO participated in Incubator program.
- Led intern team in developing content and copy for website and social platforms.
- Developed multichannel marketing campaigns.

SR ACCOUNT MANAGER, BUILDER DEVELOPER PROGRAM/ MULTIPLE DWELLING UNIT, LUMEN TECHNOLOGIES (MINNEAPOLIS, MINNESOTA — 2017-2021)

- Managed portfolio of key accounts achieving increased client satisfaction.
- Led contract negotiations and upselling strategies.
- Collaborated with sales and marketing teams to align campaigns with client objectives.
- Represented Lumen at industry events and trade shows, expanding client base.

CHANNEL MANAGER, CENTURYLINK; ROSEVILLE, MINNESOTA — 2016-2017

- Implemented customer retention strategies.
- Led sales team in achieving top results for market.
- Coordinated with technical teams to improve service delivery.
- Trained and mentored sales team.

EDUCATION

MSc Business Administration/International Marketing

Mälardalen University, Västerås

BSc in Marketing

Metropolitan State University, Minnesota

Certifications: Klaviyo Email Marketing Product Expert, Meta Social Media Management, Google Digital Marketing & E-Commerce Specialization, Inclusive Marketing Professional, Organizational Leadership in DEI Specialization.