

# OMAR FARUK

## RECENT EXPERIENCE

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### **ARCADIA CONSULTING (AARP), COLUMBUS, OH**

*Regional Field Organizer - AARP, July 2016 – December 2016*

- Engaged current AARP members and organized them to become active volunteers. Trained, established and supported volunteer teams, aimed at creating public interest and influencing stakeholders and other targets to act.
- Engaged members through tactics such as phone banking, canvassing, online digital engagement, and in-person events.
- Worked effectively with the State Field Director to execute a membership engagement plan.
- Met with organizational and local stakeholders to represent the campaign and communicate campaign objectives.
- Recruited and activated members and cultivate volunteer leaders.
- Developed, refined, and helped lead organizing trainings for member volunteers.
- Coordinated and participated in all aspects of volunteer activities including phone banks, canvasses, and events.
- Worked with leadership to refine program tactics and adjust methods as needed.

### **MILLENNIAL270, COLUMBUS, OH**

*Self Employed, January 2015 – Present*

- Provided various services to clients including: Digital, Print Design, Political Consulting, Web design, Social Media. Some clients include:
  - Children’s Hunger Alliance
  - The Legacy Fund of The Columbus Foundation
  - Asian American Commerce Group
  - Represent Columbus
  - Kent for Ohio
  - Citizens for Rush
  - Kifle for Ohio
  - Marcus Musante for Congress
  - Ohio Green Party
  - Franklin County Green Party
  - Phia Salon
  - Philosophi Salon
  - Dakota Green Co.
  - RCAP
  - Ohio Asian Award

### **REPRESENT COLUMBUS, COLUMBUS, OH**

*Campaign Director, July 2015 – August 2016*

- Started and operated a ballot initiative campaign, oversaw collection of 40,000 signatures.
- Hired and managed a staff of over thirty employees in various roles.
- Oversaw all aspects of the research, drafting and implementation of the campaign plan.
- Defined roles and negotiate contracts with all vendors, consultants, and staff including fundraising, field, and media.
- Lead fundraising team in identifying and soliciting funds for a significant fundraising campaign.
- Build broad, effective grassroots campaign including, but not limited to, coalition building, voter.
- Oversee the development of various paid media production, distribution and broadcast (TV, radio, and direct mail).
- Manage aggressive free media campaign.

### **PROGRESSOHIO, COLUMBUS, OH**

*Director of Technology and Social Media, January 2014- February 2015*

- Redesigned and maintained the organization’s primary website as well as various microsites intended for specific campaigns and audiences.
- Revamped the organization’s brand by developing new logos, email templates, letterhead, and other stationary.
- Drafted, Build, edited, test and target emails communications sent to over 300,000 members based on geography, interests and political ideology; crafted and distributed press communications (Press Advisory & Press Releases), maintained up to date contact information for reporters and newsrooms.
- Maintained database of members using various CRM software and synced user data between those systems.
- Managed social media presence on all major platforms; managed social media ad campaigns, ensured proper messaging was employed, targeted based on demographic parameters to ensure maximum reach.
- Monitored analytics information on web traffic, social media postings, email deliverability/open rates and other special campaigns; utilize reports to evaluate and modify digital strategy.
- Provided general technology support to staff and partners.

## **JPMORGAN CHASE, COLUMBUS, OH**

*Branch Operation Analyst, October 2012 – January 2014*

- Provided accurate and efficient support to retail branch banking employees by answering questions, interpreting and resolving problems related to policy, procedures, legal and compliance.
- Identify and escalates issues that may have widespread implications.
- Keeps abreast of changes in rapidly changing and complex retail banking environment.
- Used strong retail bank procedural and legal/compliance knowledge base and analytical skills to recommend appropriate, immediate solutions for which there are no documented procedures.

## **EXPRESS SCRIPTS (FORMERLY MEDCO), COLUMBUS, OH**

*Special Assistant to the Vice President/Executive Assistant to Senior Executives, July 2010- October 2012*

- Provided administrative and project management support to the Vice President of Products and Programs.
- Negotiated with external companies to reduce travel, event, & other business costs.
- Applied existing technology skills to improve efficiency on site and improve workflow across sites.
- Developed and implement training & job aid material to assist employees.
- Provided Microsoft office training and “tips & tricks” desk references to improve employee efficacy.
- Drafted communication from senior management to local staff.
- Organized local employee events, VIP & C-level visits.

## **STONEWALL COLUMBUS), COLUMBUS, OH**

*Pride Coordinator (special project), March 2010- June 2010*

- Recruited, managed, trained and addressed the needs of more than 450 volunteers.
- Coordinated logistical aspects of Columbus Pride, one of the largest events in Columbus with more than 150K attendees.
- Manage relationships and contracts with sponsors for all aspects of event.
- Communicated with vendors and parade participants before and during festival.
- Managed legal logistics, insurance and city/state permits.
- Spearheaded the organization’s effort to build youth programming, organized youth events.

## **VOTETODAYOHIO, COLUMBUS, OH**

*Team Leader (special project), September 2008 – November 2008*

- Organized a team of volunteers that registered, encouraged and transported new, unlikely, as well as previously disenfranchised voters to early voting centers during the month leading up to Election Day 2009.
- Logistically coordinated the various components of the Columbus operation such as vans, transportation routes, drivers, volunteers, and solicitors.
- Directly managed 5-10 full-time volunteer simultaneously, banked over 6,000 votes statewide.
- Engaged in activities such as door to door campaigns, and community BBQ’s to “Get Out the Vote.”
- Coordinated with other entities to efficiently share resources.

## **NETWORK FOR TEACHING ENTREPRENEURSHIP, NEW YORK, NY**

*Digital Media Coordinator, October 2007 – August 2008*

- Re-created and re-launched the Alumni Website to connect over 200,000 students around the world.
- Created and reviewed website content, processed users and approved user submitted content.
- Implemented and managed the organizations social network profiles.
- Managed regular communication on web site.
- Assisted with online fundraising by improving existing technology and utilizing new technologies.

## **YOUTH VENTURE/ASHOK, NEW YORK, NY**

*AmeriCorp Vista, April 2007 – September 2007*

- Encouraged and provided support and resources to teams of young social entrepreneurs to create, implement, and promote projects that benefit communities around the country.
- Promoted and managed newly launched website & provided virtual training for website.
- Launched and managed Youth Advisory Council & coordinated volunteers to support youth.

## EDUCATION

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- **The Ohio State University**, coursework in Business Administration
- **Franklin University**, coursework, Business Administration
- **Babson College**, NFTE Certified Entrepreneurship Teacher (CET) Program

## PROVEN ABILITIES & TECHNICAL SKILLS

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- Advanced proficiency in Microsoft Office Suite of products with working knowledge of relational databases
- Experience in project management, ability to manage multiple project, and “initiator” personality
- Ability to multi task and delegate work responsibilities
- Advanced knowledge in web design, content management, ecommerce solution, web marketing and social media.
- Strong oral and written communication skills.
- Proficient in internal work place communication and meeting facilitation.
- Proven skills in training development and implementation.
- Strong networking and relationship building skill.

## MEMBERSHIP & VOLUNTEERISM

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- **The Legacy Fund of The Columbus Foundation**, Board Member
- **Stonewall Caucus**, Founder and Board Member
- **National Foundation for Teaching Entrepreneurship**, Mentoring Assistant
- **Columbus Dispatch**, Advisory Board Member
- **Asian American Commerce Group**, Web & Technology Committee
- **TechCorpsOhio**, Technology & Job Preparation Instructor
- **Ohio LGBT Caucus Advisory Team**, Advisor
- **HRC@OSU**, Executive Committee Member
- **TechCorpsOhio**, Technology & Business Instructor, Columbus
- **Youth Venture**, Selection Panel Judge
- **AmeriCorps VISTA**, Youth Venture/Ashoka
- **Ohio Asian Awards**, Web & Technology Committee

## AWARDS & HONORS

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- **Ernst & Young NFTE Entrepreneur of the Year**, 2007
- **Top Young CEO**, Initiative for Competitive Inner Cities, 2004
- **M. Deflanco Award-Outstanding Community Service**, 2004
- **Bank of America Youth Entrepreneur of the Year**, 2006
- **NFTE Entrepreneur of the Year**, 2006 New York, NY
- **NASDAQ Closing Bell Guest**, February 27, 2007
- **Merrill Lynch Atlantic Fellow 2005 London**, United Kingdom

## REFERENCES

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- **Karla Rothen**, Executive Director, Stonewall Columbus 614.562.0430
- **Tracy Heard**, Partner, Main Street Campaigns 614.361.1002
- **Josh Culbertson**, Manager, JPMorgan Chase 740.252.7117