

OMAR ALBASTAKI

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EDUCATION

RUTGERS BUSINESS SCHOOL – Rutgers University – Newark, NJ **September 2019- Current**
Doctor of Business Administration, Marketing

SIMON BUSINESS SCHOOL, University of Rochester - Rochester, NY **June 2017**
Master of Science in Marketing Analytics (STEM-Certified Program)
Fulbright Scholar
Coursework: Advanced Marketing Analytics, Marketing Research, Digital Marketing Strategy, Consumer Behavior

SCHOOL OF BUSINESS AND ADMINISTRATION, American University of Sharjah, UAE **July 2015**
Bachelor of Science in Finance

EXPERIENCE

SIMON VISION CONSULTING- Rochester, NY **Dec. 2016 – June 2017**
Marketing Consultant

Worked with different clients by utilizing their data to enhance their Marketing operations.

- Characterized price positioning of LeDisteri's Francesco Rinaldi relative to competitors. Conducted taste tests to measure consumer "brand-free" rank-order preferences and the influence of taste and brand on consumer's willingness to pay.
- Processed Rochester Red Wing's baseball team's 5-year data to improve concession sales. Forecasted best selling product's demand for inventory efficiency. Simulated item prices and revenues to find profit maximizing prices. Implemented successful promotion-event strategy boosting chosen item sales by 30%.
- Developed a social media campaign for Roc Boxing Gym increasing attendance and registration by 40%

ETIHAD AIRWAYS– Abu Dhabi, UAE **Oct. 2015 - June 2016**
Marketing Research Manager, Brand Development

Analyzed consumer behavior insights and trends to assess brand efficiency and navigate new product development.

- Examined 5,000+ client reviews and proposed product modifications consistent with the Etihad brand. Presented recommendations to Food & Beverage, Guest Experience and Cabin Crew Management departments.
- Evaluated In-Flight Entertainment experience across target market and suggested quality enhancement, resulting in 20% increase in customer satisfaction.
- Facilitated three focus groups across India to explore opportunities for operational expansion. Presented comprehensive report on consumer expectations for flight timing, frequency, and on board products and services.
- Designed a survey to provide insights into catering preferences for Japanese routes and initiated positive culture-based changes to in-flight food and beverage offering.

GLOBAL VILLAGE OF FUTURE LEADERS IN INDUSTRY & BUSINESS - Bethlehem, PA **June – Aug. 2014**
New Business Development Analyst

Collaborated with over 30 nationalities on global business projects by identifying various cultural incentives.

- Branched out Bin Raro Arts to Abu Dhabi and Rio de Janeiro through developing a globalized marketing plan that forecast market demand and revenue, listing venue options and availability, and matched interested regional exhibitors to the Italian art sharing firm, aiding in launching 2 exhibits internationally.
- Trained 15 associates by leading a communication coaching session to improve oral presentation skills; enabled them to excel in their respective country and start-up presentations, awarded for exceptional presentation skills.

DUBAI ISLAMIC BANK, Sharjah, UAE **June – Aug. 2013**
Financial and Market Planning Intern

Rotated between different departments to develop a better understanding of departmental roles and missions.

- Established a social media campaign by targeting a younger demographic group resulting in an increase of 2,000 followers on the bank's social media platforms within the UAE.
 - Developed client loan plans with the Bank's financial team reflecting 2013 summer promotions resulting in a 20% increase of loans by the end of August 2013.
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ASSETS AND INTERESTS

Certifications and Skills: Peer Mediation Certification; Microsoft Office, R(basic), Tableau (moderate), SQL (basic)

Languages: English (fluent), Arabic (native).

Volunteer work: Selected to escort Amal Clooney at the Sharjah International Government Communication Forum; represented the American University of Sharjah at the National Model of the United Nations, drafted a resolution for the OPCW committee that received an honorable mention.