Iche Omari

Brand & Communication Strategist

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₽ Profile

Brand & Communication Strategist with 3+ years' experience delivering integrated marketing strategies for leading brands across multiple sectors. Proven ability to translate consumer insights into impactful campaigns, manage cross-functional teams, and align brand messaging with business goals. Ready to bring strategic clarity and creative storytelling to a dynamic brand management role.

⊞ Work Experience

Jun 2023 – present Dar Es Salaam, Tanzania

Intergrated Marketing Communications Strategist, Smart Codes 2

- Led the development of integrated brand communication strategies for clients including Vodacom, NMB Bank, Stanbic Bank, and TotalEnergies, aligning messaging with business goals and consumer insights.
- Partnered with internal teams and client stakeholders to craft cohesive multichannel campaigns that reinforced brand positioning and drove audience engagement.
- Coordinated branding and execution for major events such as the Tanzania Marketing Awards 2023, enhancing brand visibility and industry presence.
- Managed strategy documentation, consumer insight synthesis, and performance tracking to optimize ongoing brand communication efforts.

Oct 2022 – Jun 2023 Dar Es Salaam, Tanzania

Strategist Graduate Trainee, Smart Codes 2

- Supported the development of communication and brand strategies for clients in telecom, banking, media, and energy, including Vodacom, TBL, NMB, DSTV, and TotalEnergies.
- Conducted market research and competitor analysis to inform strategy development and ensure relevance to consumer insights and market trends.
- Collaborated with creative and media teams to shape campaign narratives and messaging aligned with brand positioning.
- Participated in end-to-end campaign planning, including ideation, execution support, and post-implementation review.
- Contributed to the planning and promotion of the Tanzania Digital Marketing Summit (TDMS), enhancing event branding and stakeholder engagement.

May 2022 — Aug 2022 Dar Es Salaam, Tanzania

Account Executive, Horizon Digital 2

- Managed day-to-day communication with key clients and ensuring brand consistency across marketing initiatives.
- Participated in brainstorming and client strategy sessions, contributing insights to shape campaigns aligned with brand goals and target audiences.
- Identified growth opportunities and proactively addressed client challenges to strengthen long-term partnerships and brand impact.

- Led project timelines and deliverables, ensuring deadlines were met while maintaining a high standard of creative and brand alignment.
- Delivered post-campaign reports with performance analysis and recommendations to optimize future marketing efforts.

Sep 2021 – Aug 2022 Dar Es Salaam, Tanzania

Digital Marketing Executive, Horizon Digital ☑

- Created and managed digital content and paid campaigns across social media channels, driving user engagement and conversions.
- Utilized analytics tools to report on performance metrics and optimize brand presence.

Dec 2020 — Sep 2021 Dar Es Salaam, Tanzania

Social Media Manager, KAI Limited

• Established and scaled the company's digital presence through strategic content planning and branded visual design across key social media platforms.

₿ Education

Mar 2015 — Jul 2019 Kuala Lumpur, Malaysia

Bachelor of Science (Honours) in Architecture, Taylor's University

- Developed strong project management and creative problem-solving skills through complex design projects and team-based assignments.
- Gained analytical and visual communication expertise using CAD tools (AutoCAD, Revit, SketchUp).
- Honed verbal and written communication through presentations and crossfunctional collaboration — key to brand storytelling.

P Skills

Strategic Planning | Market Research & Insights | Cross-functional Collaboration | Media Strategy

(2) Certificates

The Fundamentals of Digital Marketing, Google

Google Ads Display Certification

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Credential ID V66 6KK PPN

of Interests

Art | Computers & Technology | Al Technology | Mixed Martial Arts

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