

# OMAR SALAMA

New York, NY | 832.277.1471 | OmarMSalama@gmail.com

## PROFESSIONAL SUMMARY

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Senior Marketing and Communications Leader with 13+ years of experience building brand equity, leading integrated corporate campaign strategies, and managing cross-functional teams across global healthcare and energy portfolios. Proven ability to synthesize brand, audience, and competitive insights into enterprise narratives that connect with patients, clinicians, and business stakeholders alike. Deep expertise orchestrating owned, earned, and paid ecosystems; overseeing agencies of record; establishing KPI frameworks; and partnering with corporate affairs, regulatory, and executive leadership to ensure campaigns amplify broader organizational strategy. Experienced operating in complex, highly regulated environments where brand trust and scientific credibility are core to the enterprise narrative.

## CORE SKILLS

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Integrated Corporate Campaign Strategy • Brand Equity Development • Owned, Earned & Paid Ecosystem Management • Enterprise Narrative & Positioning • Cross-Functional Team Leadership • Agency of Record Management • Brand & Audience Insights • KPI Framework Development & Brand Tracking • Healthcare & Clinician Audience Engagement • Omnichannel Campaign Execution • Budget Management & ROI Optimization • Corporate Affairs Partnership • Competitive Intelligence • Creative Oversight & Production Management

## PROFESSIONAL EXPERIENCE

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### Global Marketing and Communications Manager

2021 – 2025

#### *3M Healthcare (now Solventum)*

Led global Marketing Communication Strategy and Commercialization Plans across Temperature Management, Negative Pressure Wound Therapy, and Surgical Solutions portfolios supporting North America, Europe, Latin America, Middle East, and Asia Pacific.

- Spearheaded enterprise-level brand trust initiative in response to a high-stakes patient safety issue, developing proactive risk communication campaign that safeguarded brand reputation, reinforced scientific credibility with clinicians and hospital administrators, and generated \$2M in incremental revenue while strengthening long-term brand equity.
- Led integrated corporate campaign strategy across owned, earned, and paid channels, partnering with corporate affairs, regulatory, clinical, and executive leadership to ensure campaign messaging aligned with and amplified the broader enterprise narrative.
- Synthesized brand, audience, and competitive insights across global markets to develop differentiated positioning frameworks targeting clinicians, hospital administrators, and procurement committees, delivering 20–30% lift in campaign engagement across priority markets.
- Oversaw agency and vendor relationships across creative development, digital execution, and content production, managing clear scopes of work, creative quality, and budget efficiency to ensure breakthrough, on-brand campaign delivery.
- Developed KPI frameworks and brand tracking systems using Tableau, Salesforce, and Google Analytics to measure campaign effectiveness, audience engagement, and brand equity indicators, improving marketing ROI by 18%.
- Built segmented omnichannel communication campaigns leveraging email automation, paid digital, KOL video programs, webinars, and field enablement materials, increasing qualified leads by 25% year over year.
- Led cross-functional alignment across regulatory, clinical, legal, product marketing, and leadership teams to secure approval of messaging and tactics within aggressive launch timelines.

- Designed and operationalized a global hospital temperature management assessment framework adopted across 85 evaluations; identified perioperative warming protocol gaps that informed targeted clinical education initiatives and generated approximately \$700K in new business revenue.

## **Global Integrated Marketing and Communications Strategist**

2015 – 2021

### ***ExxonMobil Corporation***

Led enterprise-wide integrated marketing and communications strategy for global energy and chemical portfolios, including the Mobil 1 consumer brand, building brand equity across B2B and B2C audiences through owned, earned, and paid channels.

- Developed and executed integrated corporate campaign strategies across earned media, digital marketing, trade media, experiential events, and executive communications, contributing to 25% increase in brand awareness among priority audience segments.
- Directed proactive and reactive media strategy generating 50+ earned media placements annually across national and trade publications, reinforcing the enterprise narrative and strengthening corporate brand trust.
- Synthesized competitive insights and audience data to refine brand positioning, optimize channel mix, and adjust campaign strategies based on performance tracking and ROI analysis.
- Established KPI dashboards to evaluate campaign performance and measure brand engagement across digital platforms, enabling data-driven optimization of planned communications activities.
- Led cross-functional collaboration between marketing, technical, regulatory, and executive leadership to align messaging strategy, ensure brand compliance, and bridge stakeholder gaps across global teams.
- Translated complex technical value propositions into differentiated brand narratives for diverse B2B and B2C audiences, demonstrating ability to operate across scientific and consumer contexts simultaneously.
- Designed field sales communication frameworks and event marketing toolkits for global trade shows and commercialization initiatives, increasing qualified leads by 40%.

## **Marketing and Communications Advisor**

2013 – 2015

### ***ExxonMobil Corporation***

- Led communication strategy and experiential marketing programs for 98 global trade shows across an \$8M annual budget, ensuring consistent brand governance and enterprise narrative alignment across all business lines.
- Developed messaging platforms, creative direction, digital media tools, and presentation assets maintaining global brand consistency.
- Negotiated agency and vendor contracts, optimizing channel investments to reduce program costs by 30% while increasing event-driven media coverage by 50%.

## **Marketing and Communications Specialist**

2012

### ***Société Générale***

- Supported external marketing communication strategy across European financial markets ensuring regulatory compliance and brand consistency.
- Developed executive messaging, press releases, and communication materials adopted by major outlets including Bloomberg.

## **EDUCATION**

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**Master of Global Communications**  
**Bachelor of Science in Economics**

The American University of Paris  
 The Ohio State University