

OMAR COPELAND

ENTERTAINMENT MARKETING PROFESSIONAL

 (410) 913-6480
 omart.copeland@gmail.com
 3 Beech Drive
Baltimore County, MD

EXPERIENCE

Entrepreneur

Freelance Digital Marketing Content Creator
1624 Wentworth Avenue, Baltimore County, MD
June 2016 – Present

Eclipse the average engagement rates of 67% by using social commentary to garner over 221,000 likes, more than 2,300 comments, accumulate 125,000 followers on Instagram, 100,000 on Facebook, and 25,000 on TikTok.

Carchex

Sales Representative
118 Shawan Rd, Suite 210, Cockeysville, MD 21030
October 2019 – June 2020

Achieved an annual revenue of \$105,347 by exceeding sales goals by more than 15% every quarter through servicing client accounts for 20 organizations and developing customer relationships with more than 100 local dealerships around the Baltimore area.

Nationwide Construction and Energy

Marketing Representative
1516 Jabez Run, Ste. 200, Millersville, MD 21108
October 2017 – June 2018

Responsible for selecting day to day territory to canvas for team members and improved weekly goals to exceed expectations of scheduling 2-4 appointments.

Tires Plus/Bridgestone

Assistant Manager and Service Writer
York, PA
July 2015 – November 2017

Administered front & back shop operations by directing a 10-member team in addressing over 229 monthly inquiries.

Crime Intervention Alarm

Business Development Representative
York, PA
November 2014 - July 2015

Managed potential B2B clients interested in a security system by completing upwards of 100 outbound daily calls, securing 8-10 appointments weekly, and consistently beating the monthly quota by 27.5%.

SKILLS

- Social Media Management
- Consumer Behavior Analytics
- Strong Oral and written Communications
- Microsoft Office
- Salesforce CRM
- Negotiations
- Call Campaigns
- Marketing

ACHIEVEMENTS

Foster formal creator-brand partnerships with MTV's Ridiculousness, Shaquille O'Neal All Star Comedy Jam, Baltimore Comedy Factor, Comedy Club DC, Dallas Comedy Club, and various social media platforms

EDUCATION

Coppin State University
Baltimore, MD
Bachelor of Science Degree,
Criminal Justice
May 19, 2012