



Rome, Miami, Hong Kong, Malta

Omar Martin Algenii

Nationality: *Italian*

Email: *omar@omaralgenii.com*

Marital status: *Married*

-  omar@omaralgenii.com
-  www.omaralgenii.com
-  facebook.com/oacommunication
-  linkedin.com/in/omar-algenii-5b0b8b29
-  Birkirkara, Malta
-  +356 7712 4550
-  +39 351 80 53 664
-  Pixomar



SLASHER

Art Director / Visual Designer / Photographer / Videographer / Digital artist and retoucher / web Designer / Marketing specialist

Hello everybody, how are you?

Thanks for giving a glance at my Cv.

This is Omar, I am an art director, communication designer, and marketing specialist who dedicated his latest 20 years to the communication business.

Since the beginning of my career, I have been involved in multiple creative projects across companies and agencies of varied disciplines, spanning countries such as the USA, Europe, China, Hong Kong, and, last but not least, Malta where I have been working with a betting company for the last #5 years.

In fact, since 2018, the date of my plunge into the iGaming business, I have been in charge as art director of BtoBet, then acquired by Aspire Global, and since that, I have been taking care of a series of duties, all concerning the correct development of strong brand identity and a subsequent solid and well-acknowledged brand awareness.

Throughout this time, I specialized in Sportsbook which is the current core business for Aspire Global/ BtoBet.



Following are some of my main duties and responsibilities:

- *Formulates art concepts to generate highly engaging layouts and designs used to promote Brand and products as: printed materials, videos, printed media, digital and social media, exhibitions booth, conferences materials, events docs, whitepapers, industry reports, corporate image, products identity*
- *Conceive dedicated visual assets, develop concepts and arts, specifically designed to prompt and facilitate the lead gen campaign.*
- *Produce illustrative material by photo manipulation and retouching, or taking photograph shots*
- *Develop design concepts into art layouts*
- *Prepare artworks for printing or broadcasting for all the mentioned above marketing purposes*
- *Coordinate the art direction of eventual external agencies, freelances or junior graphic designers*
- *Select the correct supplier for each project*
- *Meets marketing dep. work standards by following production, productivity, quality, and resolving production's operational problem*
- *Meets marketing department production costs by monitoring suppliers' offers; implementing cost-saving actions.*
- *Check the quality of productions, and assist if needed with the print starts.*
- *Empowers team collaboration*
- *Conduct appropriate contacts and relations with public and private organizations and institutions that may lead to achieving the goals of the Company*
- *Has the responsibility to improve the quality of the processes in the Company's marketing department*

Italian by birth, globetrotter by vocation, I am currently based in Malta.

I am an experienced and versatile art director, high-caliber photographer/retoucher, videographer, and communication designer.

I am an art director, who specializes in Sportsbook communication assets.



SLASHER

Art Director / Visual Designer / Photographer / Videographer / Digital artist and retoucher / web Designer / Marketing specialist



WORK EXPERIENCE

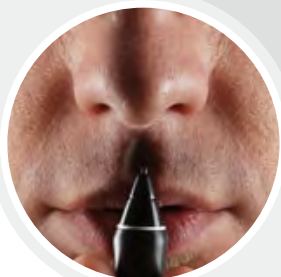
- Employment* ● **Art-Director / 2018 - present**
Business - industry **MALTA - ASPIRE GLOBAL/ BtoBet / Sportsbook - iGaming platform provider**
Main responsibilities *Art Direction - Concept design developing - Communication designer - Brand manager*
- Employment* ● **Design Consultat / 2015 - 2018**
Business - industry **HONG KONG - Videoplusprint / Video Marketing tools producer and marketer**
Main responsibilities *Concept-graphic design developer - pre-print process manager*
- Employment* ● **Marketing Specialist and Art Director / 2014 - 2015**
Business - industry **Fort Laudardale - Florida - PRV AUDIO BRAZIL / Loudspeaker marketer**
Main responsibilities *Concept design developing - Visual design manager*
- Employment* ● **Senior Design Specialist / 05.2013 - 10.2013**
Business - industry **HONG KONG - Tech4Kids / Toys production and trading**
Main responsibilities *Concept-graphic design developer - Photography developer and retoucher*
- Employment* ● **Creative director / 2011 - 2012**
Business - industry **ITALY - DIAMOND MEDIA GROUP / Communication and media agency**
Main responsibilities *Concept design developing - Visual & photography design manager*
- Employment* ● **Art Director | Communication consultant (contractor) / 2007 - 2012**
Business - industry **ITALY - PROEL S.P.A. / Music equipments for show business market**
Main responsibilities *Creative director - Media Agency team leader*
- Employment* ● **Head of Graphic Design division / 1999 - 2007**
Business - industry **ITALY - PROEL S.P.A. / Music equipments for show business market**
Main responsibilities *Development of corporate identity, branding, art direction, marketing specialist.*



EDUCATION

- Place* ● **Milan - Italy - 2002**
School institute **TPP - Tecnici Pubblicitari Professionisti**
Graduation *Non-Degree Tertiary in advertising and communication business*
- Place* ● **Milan - Italy - 2003**
School institute **Image Consult**
Graduation *Professional Photography*
- Place* ● **Ascoli Piceno - Italy - 1994**
School institute **I.P.S.I.A. Sacconi**
Graduation *graduation in fashion design and art drawing*

Technical Skills

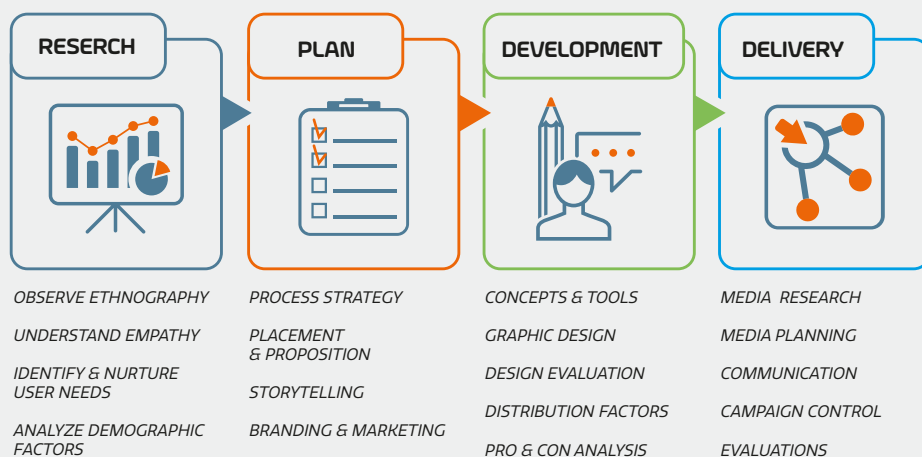


Since the beginning of my career, I have been involved in multiple creative projects across companies and agencies of varied disciplines, spanning countries such as the USA, Europe, China, Hong Kong, and, last but not least, Malta where I have been working with a betting platform provider company for the last #5 years.

My multidisciplinary design skills allowed me to serve in different positions such as art director, creative director, and senior graphic designer and my ability to work either with print media or with digital ones make me in an advanced position when it comes to art direction matters.

With 20+ years of design expertise gained on a wide range of tasks and projects for medium and large businesses, agencies, personalities, and brands, it is my vision to lead corporates and start-ups in finding new and meaningful ways through awesome design and creative photographic techniques.

I love motorbike races, cooking, swimming, and fishing when I have a chance.



Photoshop
100%

Illustrator
90%

InDesign
100%

After Effect
70%

Premiere
90%

Webflow
HTML5
65%

iWork
90%

— Current
... In progress

Languages

English
fluent

Italian
mother
tongue

SKILL

Analytical



Communication



Marketing Strategy planning



Time Management



INTEREST

Riding motorbike

Fishing

Reading

Photography Arts

Cooking

KNOW-HOW

- iGaming and Betting
- LSR - Large-Scale Retail
- Food
- Fashion & Jewelry
- Industry & Electronics
- Furnitures and Buildings
- Istitutional
- No profit Associates

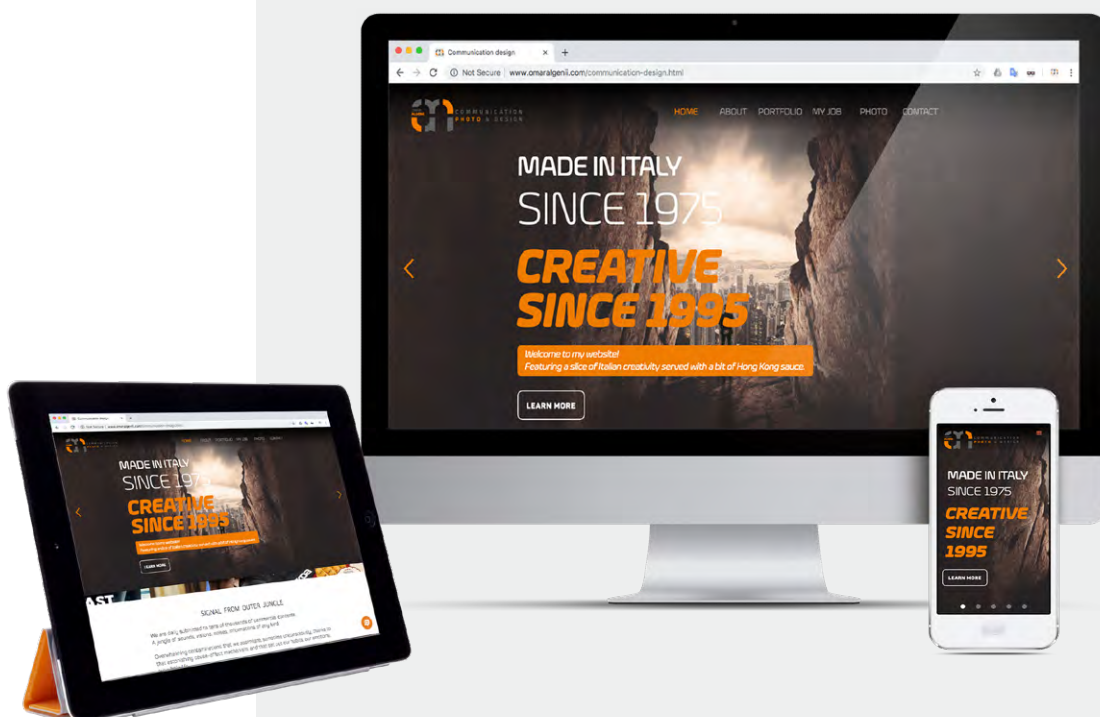




SLASHER

*Art Director / Visual Designer / Photographer / Videographer / Digital
artist and retoucher / web Designer / Marketing specialist*

To get more on my professional profile, would you please
give a glance to my portfolio:



My iGaming Portfolio:

<https://www.behance.net/gallery/143271965/BtoBet-iGaming-industry>



My General Portfolio:

<https://omaralgenii.com/portfolio.html>



Photography Portfolio

<https://omaralgenii.com/photography.html>