OMAR TALEB

Los Angeles CA, 90024 ▪ (909) 524-6410 ▪ otaleb@ucla.edu ▪ omartaleb.com ▪ LinkedIn

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) Los Angeles, CA
Bachelor of Arts in Applied Linguistics, specialization in Computing June 2026

- Cumulative GPA: 3.74/4.0
- Relevant Coursework: data structures, object-oriented programming (Python/C++), functional programming (Haskell), full-stack web development, interpreter design, and computational linguistics.

SKILLS

- **Engineering:** SQL, Python, C++, Haskell, HTML/CSS, React, full-stack web development, WordPress.
- **Analytics and Marketing:** Google Analytics, Google Ads, Google Search Console, Facebook Business Manager, SEO, social media marketing, paid advertising, Excel.
- **Design:** Adobe Photoshop, Adobe InDesign, Adobe Illustrator, DaVinci Resolve, Figma.

RELEVANT EXPERIENCE

Flo, LLC Los Angeles, CA
Founder Jun 2017 – January 2026

- Founded Flo and directed brand design, web development, marketing, and daily operations, including building a React storefront integrated with Google Analytics.
- Led celebrity marketing campaigns reaching over 100 million potential customers.
- Grew the brand to over 400,000 followers across all social media platforms and 10,000 email subscribers.
- Drove 6,000+ daily visitors and 890,000 brand search queries through targeted keyword SEO.
- Generated $1,600,000 in company revenue.

HDR, Inc. Los Angeles, CA
Marketing Intern October 2016 – February 2017

- Collaborated with the Southern California marketing team to draft multi-million dollar project proposals for public infrastructure clients, including Metrolink and Amtrak.
- Worked with leadership to turn strategy into concrete transformation plans, using data insights and guiding direct execution.
- Supported proposal efforts that helped HDR win 4 infrastructure projects.

Hyper Wraps Claremont, CA
Founder March 2014 – Dec 2015

- Designed, sourced materials, produced, and distributed custom iPhone skins.
- Grew Hyper Wraps to 135,000 followers, 2,000+ daily visitors, and a 25M+ niche ad audience.
- Ran Instagram campaigns targeting auto and lifestyle niches, driving 35,000 daily impressions, with optimized keywords and creative to lower cost per click.
- Built an email list of 1,300+ active subscribers to drive repeat purchases.

ADDITIONAL EXPERIENCE

Independent Freelancer Los Angeles, CA
Digital Marketing Consultant March 2019 – August 2026

- Moved three local businesses to Google's first page through keyword research, on-page SEO, and site-structure improvements, increasing organic traffic by over 65%.
- Built websites that convert visitors into leads with clear messaging and strong calls to action, integrated with Search Console, SEO, and Google Analytics.

PROJECTS

GigaB - Social fitness web application (React, Node.js, Firebase)

- Built GigaB, a fitness app with workout planning and tracking, rest timers, exercise suggestions, and weight-trend charts.
- Added streaks and a friend leaderboard to keep users coming back.
- Designed and shipped the whole product, from the interface to the backend and database.

EXTRACURRICULAR ACTIVITIES

Founder of Film & TV Club at UCLA

- Grew the club to over 850 active members.
- Developed tutoring lessons in the areas of screenwriting, acting, production, and post production.
- Organized weekly meetings and studio rentals to create collaboration opportunities for members.