



# Rami CHAHNA

## Marketing Specialist

### Contact

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United Arab Emirates.
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### Languages

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English: Good.

French: Excellent.

Arabic: Fluent.

### My Portfolio

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To view my portfolio, please visit:

[rami-marketing.com](http://rami-marketing.com)

or scan the QR code.



### SKILLS

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- Graphics design.
- Creating websites.
- Development of Apps for Android and IOS.

As a marketing professional with a Master's degree in Marketing and Sales from the University of Nice in French and experience in this field, I have developed a strong foundation in traditional marketing strategies. However, my passion lies in digital marketing, where I have honed my skills in creating visual content using software such as Photoshop, After Effects..., conducting market research, analyzing data, and collaborating with sales team to increase brand awareness and generate leads.

### Education

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#### ❖ 2020 Master's in Marketing and Sales- IAE NICE- France.

I hold a Master degree in Marketing and Sales from the University of Nice Sophia Antipolis in France, where I gained expertise in digital marketing, social media, and e-commerce. My coursework included topics such as online advertising, web analytics search engine optimization (SEO), mix-marketing and more.

### Experience

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#### ❖ (January 2024 - Present): Marketing and PR Representative at Dr. Sulaiman Al Habib Hospital. (Dubai- UAE)

##### Responsibilities:

- **Strategic Marketing Development:** Craft and execute robust marketing strategies tailored to elevate the dental department's profile and services, ensuring alignment with overall hospital goals and objectives.
- **Professional Photography and Videography:** Professional Photography and Videography Services: Expertly manage all photography and videography needs, capturing high-quality images and videos of doctors and hospital activities for promotional and marketing purposes. Utilizing my Sony A7IV camera, I create visually compelling content, enhanced by motion graphic videos using Adobe After Effects.

- **Innovative Content Creation:** Produce high-quality, engaging posts for social media platforms using Photoshop. Handle all the graphic design needs of the dental department at Dr. Sulaiman Al

Habib Hospital, ensuring visually appealing and cohesive materials

- **Digital Marketing Optimization:** Regularly update and maintain dynamic LCD advertisements in waiting areas, curate and post engaging content on social media platforms, and manage the hospital's website and application to ensure accurate and appealing information dissemination.
- **Efficient Inventory Management:** Oversee and maintain an inventory of marketing materials, ensuring a consistent and adequate supply to support ongoing and future marketing initiatives.
- **Campaign and Activity Representation:** Act as the primary marketing representative for the dental department in all hospital campaigns and activities, both within the hospital premises and in external community events.
- **Event Planning and Management:** Strategically plan, coordinate, and manage both internal and external events. This includes liaising with suppliers for event giveaways and ensuring smooth execution of all event logistics.
- **Analytical Reporting and Strategy Refinement:** Conduct detailed analysis of event outcomes and marketing initiatives to gather insights and refine strategies for improved future performance.
- **Enhancing Collaboration with Companies:** Successfully fostered and expanded partnerships with external companies, ensuring beneficial collaborations and mutual growth.

❖ **Jun2023- Dec 2023 : Administrative Officer, SGR Plast:**

As an Administrative Officer at SGR Plast, I managed various administrative tasks, ensuring smooth office operations and coordination across departments. My responsibilities included maintaining records, handling communications, supporting management with day-to-day operations, and organizing meetings and schedules. I was also involved in tracking project timelines, managing office supplies, and assisting in financial administration tasks such as invoicing and budget tracking.

❖ **Jan 2023- JUN 2023: MARKETING SPECIALIST, GRANITOB:**

During my eight-month tenure as a Marketing Specialist at Granitob, I played a pivotal role in shaping and implementing effective marketing strategies tailored to the specific needs of the marble industry. Here's a concise breakdown of my contributions:

- Compelling Content Creation
- Strategic Marketing
- Market Insight and Analysis