|  |
| --- |
| **SalmanEmail Address:** **salman.368237@2freemail.com** |

|  |  |
| --- | --- |
| **KEY OBJECTIVE** | Seeking a challenging marketing communication position with a world class organizationeither in the private or Government sector whereby I get the opportunity to add valueto the organization through enhanced marketing capabilities and effective communication channels that would positively impact customer experience. |

|  |  |
| --- | --- |
| **Profile Summary** | * PMP Certified from PMI.
* 11years experience as an entrepreneur managing clients’ marketing communications task.
* Over 9 years experience in advertising, marketing and production field.
* Highly motivated with an ability to handle work pressure and to meet tight deadlines.
* A team player with strong organizational and communication skills in both Arabic and English.
* Excellent computer skills with working experience in the use of Adobe Creative Suite.
 |

|  |  |
| --- | --- |
| **WORK EXPERIENCE** | **September 2012–January2017****Ganzouri Specialized Hospital (Cairo – Egypt**)**Ganzouri Specialized Hospital (GSH)** is a private general hospital that has been in business for more than 40 years. It is one of the first private hospitals, located right in the heart of Cairo with 100 beds. The hospital campus is divided into four inter-connected buildings with a total of 15,000 sq meters of buildings, built on 4000 sq. meter of land in the center of the city**.****Head of International Patients & Technical Support Unit*****Responsibilities:**** Monitored project activities with production agencies and suppliers to ensure compliance with the contract terms and conditions.
* Building up contacts with media representatives and partner organizations.
* Providing information to company employees (internal communication)
* Writing and editing presentations, press releases and other forms of internal and external communications.
* Responsible for all the communication materials (Brochure – Flyer – Roll Up ….etc).
* Create and implement plans in the areas of Marketing, Communications, Digital Marketing and PR.
* Work with managers and business units to determine marketing campaigns.
* Recommend, implement and maintain website operations.
* Create and update the hospital Facebook page.
* Attending medical conferences and networking events.
* Communicated with foreign assemblies concerning making offers and deals to treat their patients.
* Arrange for the executive patient’s pre-visit preparations.
* Handles all aspects of registration and appointment scheduling.
* Coordinate financial issues prior and post visit.
* Provide travel and accommodation assistance.
* Ensure the patients satisfaction, privacy and comfort.
* Coordinate with the admitting physicians the admission plan and explains it to the patient.
* Prepare in coordination with the physicians all required reports and discharge summaries.
* Handle patients concerns or complaints on the spot.
* Prepare a report of executive patients as a summary.
* Help the patient understand the treatment plan, explain specific procedures and answer questions in coordination with Public Relation Manager.
* Consolidate the international patients’ needed test results and reports and communicate with the patient confidently.
* Maintain database of patient information, care requirements, review and maintain data, patient records, and insurance referral records.

**January 2006– July 2012****ed Business Solutions(Cairo – Egypt**).ed Business Solutions is a professional business solutions provider founded in January 2005 and based in Cairo, Egypt. We deliver creative, quality, customized, integrated business solutions specialized in web design and development, e-business, online marketing, Flash multimedia presentations, corporate identity and branding, animated graphics, Internet solutions (connectivity and hosting), and panoramic orientations.**Project Manager**(March 2010 – July 2012)***Responsibilities:**** Meeting and liaising with clients to discuss and identify their advertising requirements;
* Determine the project Scope;
* Working with agency colleagues to devise an advertising campaign that meets the client’s brief and budget;
* Working with the creative manager to brief media, creative and research staff, and assisting with the formulation of marketing strategies;
* Presenting creative work to clients for approval or modification;
* Liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively;
* Negotiating with clients and agency staff about the details of campaigns;
* Handling budgets, managing campaign costs and invoicing clients;
* Execution of client deliverables in a timely manner;
* Writing client reports;
* Monitor and control the project executions to make sure the work executed according to the project plan;
* Monitoring the effectiveness of campaigns;
* Undertaking administration tasks;
* Ensuring all deliverables meet the highest quality standards;
* Gain formal acceptance from the client of the final deliverable.

***Achievements:*** * Maintaining very good relationship with clients.
* Meeting tight deadlines for multitask projects.
* Developed several business proposals for Advertising and branding campaigns.
* Managed Advertising campaigns for several clients.
* Developed the plans for executing and controlling the clients' projects.
* Managed projects from conception through to implementation and monitored major materials orders & deliveries, in order to ensure that projects are delivered on time, cost and quality standards and prepare full project target budget.
* Monitored project activities for compliance with company purpose and philosophy and corporate policies.
* Monitored project activities with production agencies and suppliers to ensure compliance with the contract terms and conditions, approved plans, and directives of the client.

**Account Manager**(January 2006 – February2010)***Responsibilities:*** * Arranging and attending meetings with clients.
* Present work to the client at milestones throughout the project.
* Obtain, discuss and follow-through with feedback from client.
* Creating attractive proposals for potential clients.
* Creates and implements an accountability system for each phase of the project.
* Verifies completed projects meet quality standards.
* Schedule to insure the timely completion and availability of projects.
* Ensure client expectations are met in terms of quality of product and service delivered.
* Provides consultation and assistance to clients during project development regarding the printing production process including how to coordinate and facilitate the project’s requirements in a timely manner, formulating and preparing print requests, choosing appropriate paper, determine paper types, weights, finishes and sizes.
* Organizes and implements a production work schedule for processing requests.
* Dealing with all aspects of an advertising campaign.
* Effectively coordinate priorities of various production functions simultaneously.
* Collecting offers from suppliers and printing houses.
 |

|  |  |
| --- | --- |
| **EDUCATION** | **2001 - 2004*****Bachelor of Faculty of Arts.***Ain Shams University, Faculty of Arts, Mass Communication Department.C:\Documents and Settings\reham-a\Desktop\untitled.JPG (Cairo, Egypt).***March 2010******PMP Certified***. (Project Management Institute) |

|  |  |
| --- | --- |
| **LANGUAGE SKILLS** | * Arabic (Native).
* English (Excellent English written and oral communication skills).
 |

|  |  |
| --- | --- |
| **Training Courses** | * PMP® Certification Exam Preparation Course
* Business Writing ( British Council )
* English Business ( British Council )
 |

|  |  |
| --- | --- |
| **Pre-GraduationTraining** | * Summer Training at AL-Ahram Institution
* Summer Training at Egypt Radio & TV Union
* Shooting Course
 |

|  |  |
| --- | --- |
| **PERSONAL INFORMATION** | **Date of Birth:** July 27, 1983 **Place of Birth:** Egypt**Marital Status:** Single |

|  |  |
| --- | --- |
|  |  |