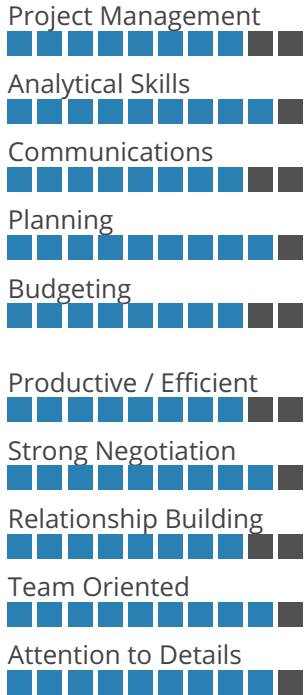




Areej Hamshari

Marketing & Communication Specialist,
(Digital & Traditional Marketing) with agency experience.

Skills



CERTIFICATES

Inc Academy, United Arab Emirates
 Professional Certificate in Digital Marketing:
 ♦ Google ads (SEM, SEO, GDN, YouTube)
 ♦ Google Analytics
 ♦ Social Media (Facebook, Twitter, Instagram, SnapChat, LinkedIn)

Google Digital Garage
 Fundamentals of digital marketing:
 ♦ Building online business strategy
 ♦ Search ads / Display ads
 ♦ Google analytics
 ♦ Social media & Mobile
 ♦ Content & Email Marketing
 ♦ Building online shop / Selling online

Experience

◆ **En Vogue Medical Center**
 Sales And Marketing Manager | Jun 2021 - Present
 Duties and Responsibilities:

- ◆ Oversee the day-to-day operations of a healthcare program or department.
- ◆ Perform administrative duties such as coordinating care teams for patients, and acting as a liaison between patients, patient families, and health care professionals.
- ◆ Assist with and oversee the reception team to make sure that the clinic policies and protocols are implemented.
- ◆ Coordinating patient care plans by liaising with all necessary care providers and medical professions to ensure patient needs are met
- ◆ Coordinate follow-up appointments and refer patients to specialists as needed
- ◆ Mastermind ways to improve the quality of patient care provided by the facility
- ◆ Works to create efficient systems and workflows within the clinic
- ◆ Attend departmental meetings and stay up to date on all business initiatives related to the clinic
- ◆ Collect and input patient data, and insurance information that are correct.
- ◆ Manage the clinic budget and ensure that the facility is well-equipped to provide top-of-the-line service while remaining mindful of the bottom line
- ◆ Meet with patients to ensure their needs are being met and resolve any issues or complaints that arise
- ◆ Demonstrate an understanding of standard clinical and medical procedures, laws, and regulations
- ◆ Thorough knowledge of Medical terminology

Marketing:

Assisting & leading in-house teams

GRAPHIC DESIGN
 Pricelist design
 Flyers
 Posters
 Signage
 Mock ups
 Wall sticker
 Campaigns / promotion designs for online and offline
 Before & after for social media
 Design
 Templates for social media
PHOTOGRAPHY, VIDEOGRAPHY & EDITING
 Model shooting
 Product Shooting
 Service Shooting
 Machinery Shooting
 Clients Shooting for Dermatology and dental
CONTENT CREATION FOR SOCIAL MEDIA
 Social media posting & content writing
 Social media customer service response
WEBSITE DEVELOPMENT
 Building the skeleton of three business units in beauty and health.
 Assuring with and directing the look and feel of each website.
 Testing and incorporating tools and features for call to action on each website.
 Content Analysis of third party for each website.

EDUCATION

American University of Sharjah

Bachelor of Arts in Mass
Communication

Major in Advertising.

2009 – 2012

Volunteer Experience

Community Volunteer

Senses residential and Day Care
Center for Special Needs
CauseChildren

Fundraising Volunteer

Emirates Red Crescent (ERC)

Poverty Alleviation
"Joy of Eid Campaign", sponsor
underprivileged kids to purchase
Eid clothes.

Fundraising Volunteer

Emirates Red Crescent (ERC)

Education

◆ Hygge Specialty Coffee

Marketing Manager | Apr 2019 - Jan 2020

- ◆ Determine the strategy to use for Hygge brand image & characteristics by selecting the best communicative & creative elements.
- ◆ Planning and coordinating marketing efforts for B2B whilst preparing the brand to shift to direct to consumers.
- ◆ Understanding / developing budgets, including expenditures, research & development appropriations, and ROI and profit-loss projections.
- ◆ Assisting in website skeleton structure & content to assure best user experience.
- ◆ Handling social media & content marketing to build brand awareness / positioning.
- ◆ Align with design team to aim for consistent visual brand identity & messaging across all channels.

◆ East Auto

Marketing Coordinator | Aug 2017 - Nov 2018

- ◆ Effectively maintain the spare parts inventory system and its business processes.
- ◆ Control parts inventory for work orders.
- ◆ Constantly work on Maintenance Stock inventory reduction to assure lowest cost and at the same time optimize inventory level of the stored parts.
- ◆ Social media accounts & content marketing
- ◆ Suggesting new business approach & business development (Shifting to Ecommerce).
- ◆ Invoice Processing (analyze clients and supplier invoices).
- ◆ Maintain client's satisfaction and relationship.

◆ PHD

Media Planner | Mar 2016 - Mar 2017

- ◆ Produce Action plans for advertising campaigns from pre-defined marketing objectives (Starting from preparation to implementation).
- ◆ Help clients to maximize the impact of their advertising budgets through the range of offline and online media platforms that best suit the brand or product that will be advertised.

Accounts Handling :

Entertainment:

- ◆ Dubai Parks & Resorts Management - GCC Markets, India, UK, Germany, Nigeria
- ◆ Motiongate - GCC Markets
- ◆ Bollywood Park Dubai – GCC Markets
- ◆ LEGOLAND Dubai & LEGOLAND Waterpark – GCC Markets
- ◆ Riverland Dubai – UAE

Events:

- ◆ Dubai World Trade Center Events
- ◆ GITEX Shoppers
- ◆ GITEX Tec

Other accounts tasks:

- ◆ Competitive reports.
- ◆ Maintain detailed records of previous campaigns for future learning (Pre and post plan evaluation).
- ◆ Work with internal departments and media buyers to align on integrated campaigns.
- ◆ Recommend the most appropriate types of media to use, as well as the most effective time slots / locations.
- ◆ Liaise with the creative agency team, clients to develop effective media strategies and campaigns.
- ◆ Target analysis to analyse their characteristics, behavior and media habits.
- ◆ Media reach and selection analysis.

Profile

Seeking a position where I can use my knowledge and gain experience, helping myself and the organization in achieving long term goals.

I have an ongoing ambition, which is to expand my experience, aiming for career growth and development through collaborating with team members and experts.

Contact

- 🏠 Dubai
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- ✉ areej.hamshari@gmail.com
- in /areej-hamshari-05373485/
- @ /areejhamshari/
- f /areejhassan.hamshari

◆ BPG Maxus

Planning Executive | Sep 2013 - Apr 2015

- ◆ Shape and execute effective advertising campaigns.
- ◆ Identifying and understanding target audiences; Determining the most effective media mix to display ads; Coordinating, monitoring and evaluating media campaigns and strategies.

Accounts handling:

Governmental:

- ◆ Federal National Council, FNC
- ◆ Dubai Municipality

Retail:

- ◆ Rado, Swatch Group - KSA Market
- ◆ Sacoor Brothers - GCC, Markets such as Kuwait, Qatar, Bahrain & UAE
- ◆ Sacoor Kids - UAE & Bahrain
- ◆ Karcher: German world market leader in cleaning technology, high- pressure cleaners and window vacuum cleaners.

Entertainment:

- ◆ Global Village season 18 - GCC
- ◆ Global Village season 19 - GCC

Travel:

- ◆ Musafir.com: OTA (online travel agency)

FMCG:

- ◆ Weetabix & Alpen cereals - UAE & KSA

Educational:

- ◆ New York University