



HALIMA SAEED

Digital Health Coordinator

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📍 Dubai, United Arab Emirates

SUMMARY

Dynamic Digital Health Coordinator with over 3 years of experience in project management and digital marketing within healthcare contexts. Proven ability in facilitating cross-functional projects, optimizing workflows, and enhancing engagement through data-driven strategies. Successfully supported healthcare compliance initiatives and orchestrated multiple marketing campaigns to amplify brand presence. Eager to leverage strong analytical skills and collaborative spirit to drive impactful digital health initiatives that enhance patient outcomes in any forward-thinking organization.

WORK EXPERIENCE

Product Coordinator (Fixed-Term Contract) | Marks & Spencer

11/2025 – 02/2026, Dubai, United Arab Emirates

- Coordinating product timelines, documentation, and internal communications across merchandising, marketing, and supply chain teams
- Supporting product launches by tracking milestones, preparing reports, and ensuring on-time delivery of key activities
- Assisting with data analysis and performance reporting to support product and commercial decision-making

Project Management Analyst (Fixed-Term Contract) | Cigna Healthcare

09/2024 – 10/2025, Dubai, United Arab Emirates

- Facilitated cross-functional healthcare projects within the PMO, ensuring alignment with strategic business goals.
- Supported regulatory projects for GCC compliance, contributing to documentation, audit readiness, and risk reporting in accordance with Saudi and UAE regulations.
- Orchestrated a Process Standardization Initiative by developing and maintaining process documentation to streamline workflows and enhance reporting accuracy.
- Engineered a Workflow Optimization Project utilizing Jira and Bluework to track deliverables and manage project dashboards for senior management.

Marketing Assistant (Part-time) | Talenthub

09/2023 – 02/2024, Dubai, United Arab Emirates

- Managed LinkedIn job postings and other recruitment campaigns to improve candidate engagement and online visibility
- Supported marketing initiatives including content creation, social media updates, email campaigns, and basic analytics reporting
- Assisted with internal communications, newsletters, and engagement activities to strengthen brand presence
- Coordinated events and training sessions, handling venue logistics and participant communications

Social Media Specialist (Internship) | HOF Migration

03/2023 – 07/2023, Dubai, United Arab Emirates

- Engineered and managed digital marketing content across various social media platforms to elevate brand awareness.
- Formulated monthly content calendars and campaign plans aligned with organizational objectives.
- Created compelling visuals using Adobe Illustrator and Canva to enhance engagement and storytelling.
- Evaluated campaign analytics and audience insights to refine content strategies and improve reach.
- Collaborated with the management team to synchronize promotional activities and ensure consistent brand messaging.
- Enhanced social media engagement and follower growth through targeted content optimization.

Social Media Assistant (Internship) | ISIC

01/2023 – 12/2023, Dubai, United Arab Emirates

- Designed the brand logo and contributed to overall brand visuals and identity
 - Managed client briefs, project timelines, and revisions independently to deliver high-quality work
 - Collaborated with the marketing team to support campaigns with creative design input
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EDUCATION

Bachelor - Bachelor of Business Administration in Digital Marketing | Liverpool John Moores University

01/2023 – 04/2025, Dubai, United Arab Emirates

SKILLS

Jira, Bluework, Adobe Illustrator, Canva, Brand Communication, Digital Marketing, Content Strategy, Project Coordination, Campaign Planning, Social Media Management, Marketing Analytics, Cross-Functional Collaboration, Regulatory Project Support, Process Standardization, Workflow Optimization, Recruitment Support, Logistics Management, Internal Communication, Brand Presence, Graphic Design

LANGUAGES

English (Native)

Arabic (Native)

CERTIFICATES

Graphic Design Certification | Coursera

Adobe Certification | Adobe