

RM SOLIMAN ESPINOSA

Marketing Brand Specialist

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Dubai, UAE



OBJECTIVE

To leverage my expertise in developing and executing strategic marketing initiatives to drive brand growth, enhance audience engagement, and deliver measurable results. With a focus on innovative digital marketing, event management, and content optimization, I aim to contribute to an organization's success by aligning marketing efforts with business objectives and delivering impactful campaigns that foster brand loyalty and growth.

WORK EXPERIENCE

Current:

Company : Saudi German Hospital, Dubai
Title : Marketing Brand Specialist
Industry : Healthcare
Tenure : December 2022- Till date

Previous

Company : Aster Pharmacies LLC
Title : Call Center Executive- Customer Service
Industry : Healthcare
Tenure : December 2018- November 2022

JOB DESCRIPTION

SAUDI GERMAN HOSPITAL, DUBAI

Marketing Brand Specialist

- **Developed and Executed Marketing Strategies:** Created and implemented comprehensive marketing strategies for six clinical departments, including the Women and Children Specialty Hospital and the Orthopedic and Trauma Specialty Hospital. Ensured smooth daily operations and delivered impactful results.
- **Organized Internal and External Events:** Managed the planning and execution of both internal and external events, aimed at boosting audience engagement and increasing patient participation, while ensuring alignment with doctors' specialties as per the event calendar.

- **Contributed to Educational Event Planning:** Assisted in the organization of educational events, such as the Internal Doctor's Awareness Talk, to promote learning and professional growth.
- **Coordinated HR Onboarding:** Worked closely with the HR team to deliver onboarding sessions for new employees, ensuring a seamless integration process.
- **Managed Social Media Content:** Oversaw daily content creation, scheduling, and posting on social media platforms, ensuring alignment with overall marketing objectives.
- **Analyzed Audience Insights:** Monitored engagement metrics and audience insights to optimize content strategy, boosting follower engagement and enhancing brand visibility.
- **Built and Engaged Online Communities:** Actively interacted with followers, responded to comments, and cultivated positive relationships with the online community.

Aster Pharmacies Group LLC- (Dubai, UAE) Customer Service Representative

- **Addressed customer concerns and queries:** Handled inquiries through calls, chats, social media, and emails, providing effective solutions and maintaining detailed records.
- **Managed complaints and feedback:** Resolved customer complaints promptly, implementing measures to enhance satisfaction.
- **Registered customers and provided program information:** Educated customers about programs and promotional offers, enhancing engagement.
- **Followed up on survey feedback:** Reached out to customers with poor ratings to address concerns and prevent recurrence.
- **Supported e-commerce queries:** Assisted with online order tracking and escalations, liaising with departments to resolve issues.

ACHIEVEMENTS

- **Coordinated Doctors Meet-Up Events:** Organized successful Doctors Meet-Up events that promoted collaboration among medical professionals, increased referrals, and boosted the hospital's revenue. These events were aligned with our academic and clinical goals and helped strengthen our reputation.
- **Planned Department-Wide Engagements:** Created and executed engagement activities for my department and the entire hospital, encouraging active participation from staff and stakeholders.
- **Collaborated with Vendors for Sponsorships:** Worked with various vendors to obtain sponsorships for events and initiatives, enhancing our activities and resources.
- **Launched Innovative Campaigns and Events:** Initiated and led new campaigns and events, such as the Kids Summer Camp and Antenatal Class with Maternity Tour. These activities engaged the community, supported educational outreach, and advanced our mission of community involvement.

PERSONAL COMPETENCIES

- Have a good command over English - both written and spoken.
- Positive outlook and attitude.
- Analytical and problem solving skills
- Excellent interpersonal and effective communication skills
- Ability to work efficiently under pressure.
- Proficient in MS office application (MS-Word, MS- Excel, MS PowerPoint) and computer skills
- Flexible towards business requirements and situations.

EDUCATIONAL QUALIFICATIONS

Bachelor of Secondary Education major in English

University of San Agustin, Philippines

October 2006

Caregiver

Filipino Institute, Deira Dubai

April 2022

PERSONAL DETAILS

Place of Birth	: Iloilo City
Date of Birth	: July 11, 1985
Sex	: Female
Civil Status	: Single
Citizenship	: Filipino
Language Spoken	: English (Read, Write, Speak)

I hereby certify that the above-mentioned information is accurate up to my knowledge and I bear the responsibility for the accuracy of the above mentioned particulars.