

## Curriculum vitae

**Name:** IBRAHIM BASHA.J

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### Core Competencies

1. **Corporate Tie-ups & B2B Healthcare Marketing**
2. **Consulate & Embassy Relationship Management**
3. **Collaboration with Outside Polyclinics & Medical Centers**
4. **Community & Labor Camp Health Engagement Programs**
5. **School Health Awareness Initiatives**
6. **Digital & Social Media Marketing Campaigns**
7. **Medical Event & Health Camp Planning**
8. **Brand Promotion & Public Relations**

### PROFESSIONAL EXPERIENCE

**1) (Jan 2024 to till now) –18 Month experience at M/S Al Abeer Group of Hospital & Polyclinic – Saudi Arabia as Senior Business Development Executive.**

- Developed **strategic partnerships with corporate companies** to offer customized health check-up packages and employee wellness programs.
- Coordinated **collaboration with outside polyclinics** to increase referral patients and expand service reach.
- Initiated and maintained **long-term collaborations with consulates and embassies** for community-focused medical programs.
- Organized **health engagement programs at schools**, labor accommodations, and corporate offices, including awareness lectures and free screening events.
- Led marketing campaigns that improved patient footfall by within targeted communities.
- Managed social media and creative content to promote doctors, specialties, and hospital events.

**2) (July 2021 to Nov 2023) –2.5 Years' experience at M/S Apollo Specialty Hospital Enterprise (LTD) - Trichy as Senior Executive Corporate Marketing.**

- To approach large & medium clients in every industry, PSUs to understand the client's requirements, customize services & ensure business from clients.
- To maintain good relationship & Tie - Up with referring outside Corporate Companies, Institutions, Banks, Government Sectors & OHC, Hospitals, Clinics and Diagnostics Centers.
- Creating Special Health Checkup Package for Corporate.
- To collect the feedback from the customers and doctors and pass it on to the manager in charge.
- Managed Corporate Onsite Health checkup
- To maintain all the bills related to the Corporate and follow-up should be carried out for the payment of the outstanding.
- To facilitate the development of satellite PHC & OHC services at selected places and promoting the same.
- Find, develop, manage and maintain healthcare client relationships

**3) (Nov 2017 to July 2020) - 3 years' experience at M/S KAUVERY HOSPITAL Pvt. (LTD) - Salem as Asset Manager Corporate Marketing**

- To maintain good relationship & Tie - Up with referring outside Corporate Companies, Institutions, Banks, Government Sectors & OHC, Hospitals, Clinics and Diagnostics Centers.
- To take care of all the publishing material of the hospital namely: information booklet, leaflets, brochure, and other related materials. These shall include the content, design, creativity and proof - reading etc.
- To maintain all the bills related to the Corporate and follow-up should be carried out for the payment of the outstanding.
- To do regular fieldwork to understand and develop sound marketing plan. Monthly detailed report of the activity should be submitted to the management. Weekly progress report should be submitted in brief to management about the activities assigned.
- To collect the feedback from the customers and doctors and pass it on to the manager in charge.
- To properly follow-up the supporting Members and satisfy their needs relating to services offered.
- To develop marketing and business development strategies of health care services in the area given in charge.
- To facilitate the development of satellite PHC & OHC services at selected places and promoting the same.
- Coordinate with internal referral marketing coordinator.
- Coordinate CME/Focus group meetings/Camps etc
- **Managed Corporate Onsite Health checkup done for (JSW Contract employees, Ashok Leyland CSR Activity, Hat sun Employees annual health checkup, EPF employee, Camp last Contract Employees Health checkup, Narasus coffee, 48 Private Hotels Vaccination Camp etc.) I have done project in 2018-2019.**
- **Managing & coordinating COVID-19 Management.**

**4) (March 2013 to April 2017) - 4 years' experience at M/S KAUVERY HOSPITAL Pvt. (LTD) - Trichy as Team Lead Referral Marketing**

- Create and maintain a Database of referring doctors, Hospitals, Clinics etc.
- Establish regular contact & engage with entire referral channel through personal visits, events, communication, etc.
- Achieve targeted revenues through referrals to Hospitals.
- Conduct outreach clinics to showcase Hospital capabilities in the community.
- Report daily work, events, campaigns on the company CRM
- Respond to all enquiries by third party customers. Refer all complaints to the customer service department but monitor complaints to assure that responses to third party customers are made on timely basis.
- Assist the Marketing Manager on various community related program developed by the communication department of the company e.g., Health talks and community education program Health camps: client contact program CME program, wellness programs, and Special events.

**5) (March 2011 to Aug 2012) 1.6 Years at M/S AL Mubarak & Sons  
Transports as Sales Coordinator -Dubai –UAE.**

- a. It's a rental company renting heavy equipment, Like Crane, Forklift, Bobcat, JCB, Flatbed, Tanker etc. more than 800 Employees & more than 400 heavy equipment, with notable contribution in the areas of Sales. Dubai, United Arab Emirates
- b. Responsible for carrying Sales Task like Calling to the new customer in regards to their requirement of equipment and gives them the rate.
- c. Reply to the clients for their inquiries regarding the Equipment rate & Quotation,
- d. Booking of equipment as per customer request and dispatch to various sites. a Follow-up customer outstanding amount.
- e. Preparing of report for previous day like Sales Revenue report, operators status, Vehicle status, Bill entering, commission for operators and making invoices & Quotation in system etc.
- f. Scheduling & organizing company events and meetings.
- g. Back-end administration & other Support activities of Projects.

**EDUCATIONAL PROFILE**

- **Master of Business administration in Marketing & HR**, Bharathithasan University Trichy, Jamal Institutes of Management,
- **Bachelor of Science, Chemistry**, Bharathithasan University- Trichy, Jamal Mohamed College, with First Class.
- **Higher Secondary Education Matriculation**, Higher Secondary School, Tamil Nadu, India, with First Class.

**PERSONAL DETAIL**

<b>Father's Name</b>	<b>: Jainulabudeen.H</b>
<b>Sex</b>	<b>: Male</b>
<b>Date of Birth</b>	<b>: 15 May 1984</b>
<b>Marital Status</b>	<b>: Married</b>
<b>Nationality</b>	<b>: Indian.</b>
<b>Languages Known</b>	<b>: English, Hindi and Tamil,</b>
<b>Passport no.</b>	<b>: T6590401 (19/07/2019 to 18/07/2029)</b>
<b>Driving License (KSA)</b>	<b>: 27/03/2024 to 27/03/2029</b>

**DECLARATION**

*I hereby declare that the information furnished above is true to the best of my knowledge.*

**Place: Saudi Arabia**  
**Date: 030/07/2024**

***Yours Sincerely,***

***IBRAHIM BASHA.J***