



SUMMARY

Skilled in market research, digital marketing, content creation, and brand management. Strong analytical abilities with proficiency in data analysis and reporting. Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams. A strategic thinker who thrives in dynamic environments and is dedicated to driving results and achieving organizational goals.

EDUCATION

Annamalai University

Bachelor's Degree in Business Administration
2018 - 2022

Northwestern University (via online platform)

Marketing Specialization
2020-2022

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously.
- Have expert level knowledge of Microsoft office package tools i.e. Excel, Word, PowerPoint etc.

CERTIFICATIONS

- Six Sigma Yellow Belt-AIGPE (Advanced Innovation Group Pro Excellence)
- Marketing Specialization- North Western University
- Digital Marketing Skills Accenture
- Social Media Marketing Campaign - University of Leeds
- Personnel Lines Insurance - CII (Chartered Insurance Institute)
- Introduction to Cybersecurity - Cisco Networking Academy

PROFESSIONAL EXPERIENCE

Marketing Specialist

Al Hilal Hospital | 2023-2024

- **Developing Marketing Strategies:** Creating comprehensive marketing plans to promote the hospital's services, specialties, and events.
- **Content Creation:** Writing and creating content for various marketing materials such as brochures, flyers, newsletters, blog posts, social media posts, and website content.
- **Digital Marketing:** Managing the hospital's digital marketing efforts, including social media marketing, email marketing campaigns, search engine optimization (SEO), and online advertising.
- **Public Relations:** Building and maintaining positive relationships with the media, community organizations.

LANGUAGE PROFICIENCY

- **English (fluent)**
- **Hindi (fluent)**
- **Arabic (limited)**
- **Malayalam (Native)**

ACADEMIC PROJECTS

- Prepared a project on Ministry of Health - King Abdulla Medical City.
- Prepared a project on Eagle Hills Diyar - Marassi Al Bahrain.
- Prepared a project on the Bahrain International Airport's new Passenger Terminal.