



Roopika Prem

Mobile: +971 50 7642369

Email: roopikaprem.rs@gmail.com

OBJECTIVE

To succeed in an environment of growth and excellence which in turn provides me satisfaction and guides for self-development

EDUCATION

- MBA (Hospital Administration) – Graduated in 2017
- BSc. Biotechnology-Graduated in 2011
- HSC /Secondary from Sharjah Indian School

WORK EXPERIENCE

Marketing and Communication Executive @ Central Hospital, Sharjah (November 2022-till date)

- Responsible for planning and delivering innovative content across all social media platforms
- Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events
- Content writing for the social media accounts and internal newsletters
- Facilitates and coordinates all videography and photography requirements for all events
- Monitoring and evaluating the digital presence on a monthly basis.
- Manages the queries and messages across all platforms
- Organize and oversee advertising /communication campaigns of the hospital
- Maintain brand standards and ensure compliance across all marketing and communication channels
- Measure and report performance of all digital marketing campaigns

Marketing Executive @ Zulekha Hospital, Sharjah
(October 2015-December 2019)

- Brand management activities including campaigns, CSR activities
- Monitoring the digital presence of the hospital (social media accounts) and versed with digital marketing tools.
- Overall management of all Administrative tasks including preparing presentation, yearly reports /statistics.
- Core responsibilities of empaneling community based doctors into the facility by assisting in hospital orientation, document collection for licensing
- Well versed in creating Ministry of Health(MOH) applications for various advertisement permits.
- Accountable for medical tourism business generation in liaison with the sales team.
- Co-ordinates with medical tourism travel agents across the globe and facilitates for medical information related to patients; arranging appointments and assisting medical tourism patients for their treatment.
- Experienced in Continuing Medical Education (CME) process including applications to MOH/DHA and management of the whole event
- Proficient in handling community doctors and wellknowledgeable in referral activities.
- Knowledgeable in Exhibitions- booking with vendors, Guides the design team on the stand specifications and overall management of the event (Arab Health Exhibition)
- Responsible for monitoring the hospital website on regular updation of contents.

**ADMIN ASSISTANT-MARKETING @ International
Modern HospitalDubai
(Jan2014-September 2015)**

- Perform various specialized, critical administrative function for multiple health care departments.
- Monitor and assess customer feedback
- Make copies of correspondence, mail letters and file within internal records system
- Maintain customer information via marketing database
- Collect and analyze sales data to prepare marketing reports
- Maintain promotional materials inventory
- Assisted in preparation of printed material, writing copy, proofreading, regular newsletters
- Monitor meetings, take minutes, perform dictations and create meeting reports.
- Handle patient, team member and physician calls, concerns and correspondence.
- Well versed with CME co-ordination.

**ADMIN CUM ACCOUNTS ASSISTANT @ Confident Group Dubai
(May 2012- November 2013)**

- Managed office duties, including correspondence, document filing, and answering phones
- Responsible for determining direction and action of incoming mails and all incoming correspondence
- Recorded and prepared all cash receipts for bank deposits.
- Prepared all administrative correspondence.
- Examined journal vouchers, general ledger reconciliations, and numerous analyses
- Organized thousands of invoices and purchase orders according to building projects - Administered purchase order books to superintendents and project managers and tracked books via Excel .
- Maintaining basic accounts, book keeping
- Reconciliation of Bank statements
- Ledger entries, journal entries
- Customer relations

**PERSONAL SECRETARY @ Nexus Financial
Advisors, Dubai(August 2011-February2012)**

- Answering telephones, directing customers to appropriate staff member and answered questions
- Resolving customer service complaints.
- Assigning the responsibilities of organizing and coordinating conferences, meetings and making arrangements for travels
- Responsible for maintaining and implementing systems of the organization.
- Handling the tasks of collecting information's and collecting databases
- Reviewing data for accuracy and completeness to conform with the established standards and procedures of the organization
- Maintaining filing systems under the instruction of the superior officer
- Assigning the tasks of maintaining appointment calendar and scheduled appointments with external clients

**FINANCIAL ADVISOR @ Emirates National Bank Of
Dubai,(NationalGeneral Insurance) DUBAI -(March 2011
till July 2011)**

- Conducts Financial Needs Analysis and recommends appropriate products to meet client needs.
- Delivers informational sales presentations to potential clients and assists throughout completion of application process while strengthening client relationship.
- Educates and sells clients products including Life insurance, Medical insurance and Mutual funds

**TELESALES EXECUTIVE @STRATEGIC IT
SOLUTIONS,DUBAI**

(January to June 2008)

- Booking appointments for the Business Development Managers by making outbound calls on daily basis, promoting the company and their products and empowering the benefit of the industry

INDUSTRIAL TRAINING

Completed in American hospital, Dubai(Pathology laboratory) from 25th June 2010 to 5th July 2010

- Microsoft Office Applications, Tally Erp9.0

**COMPUTER
SKILLS**

CERTIFICATIONS

- Fundamentals of Digital Marketing (Google Digital Garage)

**PERSONAL
INFORMATION**

Name : Roopika Prem
Sex and marital status : Female & Married
DOB : 14th Oct 1990
Nationality and citizen : Indian
Languages : English, Malayalam, Hindi , Tamil & Arabic(basic)

Holder of Valid U.A.E. Driving License

DECLARATION

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

Yours Faithfully,

Roopika Prem