



Aya Aboulazm

Marketing Specialist and Healthcare Innovator



A resourceful and passionate Project Executive with exemplary performance and a solid sales and marketing background seeking an opportunity to manage real life liaisons and translate them into strategized integrated marketing communications and tactical development framework throughout the projects.



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Education

- **Master's Degree** in Healthcare Innovation at Arizona State University (2020-2023)
- **Bachelor's Degree** in Pharmacy at Ain Shams University (2011-2016)
- **Certification in Sales and Marketing** at the American University in Cairo (2013-2016)

Skills

- Project Management
- Marketing
- Sales
- Business Development
- Market Research

Awards

- International Finalist of Famelab at Cheltenham's Festivals in the UK, 2019
- National Winner of Famelab Qatar in 2019

Courses

- Copy Writing- Udemy, 2020
- TOT- The British Council, 2019
- Social Media Management- Udemy, 2019
- French- Institut Francais du Qatar, 2018
- Sales and Marketing Certification- The American University in Cairo, 2013-2016

Languages

- Arabic
- English
- French

Work Experience

Marketing Specialist at LORO Designs

October 2018- Until Present

- Creating the online content required for the social media platforms involved and executing the marketing campaigns
- Preparing a monthly action plan and timeline for the Integrated Marketing Communications online and offline.
- Ensuring market growth and business development by pursuing new clients in various industries.
- Boosting the reach and engagement on all platforms as well as managing the sponsored ads and promotions.

Project Manager at Kantar Health

June 2016- July 2017

- Managed market research projects across the MENA region (Qatar, Egypt, UAE, KSA, Kuwait, Algeria, Iraq, Oman, Bahrain, Jordan and Iran)
- Communicated with all the stakeholders involved in the project (Clients, healthcare professionals and suppliers).
- Trained the field force and monitored the project's progress throughout the fieldwork.
- Conducted quantitative and qualitative studies (questionnaires, in-depth interviews and focus groups).
- Managed the quality assurance throughout the project.

Other Professional Experience

Science Communication Trainer at the British Council

October 2019- Dec 2021

- Prepared the training manual of the program
- Conducted workshops for the applicants: School students, Graduates and Researchers

Field Market Researcher/ In-depth Interviews Moderator at International Market Pulse

July 2019- December 2021

- Conducted market research studies with Neurophysiologist and patients about SMA (Spinal Muscular Atrophy) in Sidra and Hamad Hospital
- Conducted market research studies about lung and brain cancer biomarkers with Oncologists in Hamad Hospital
- Recruiting Interviewees (Physicians and patients)

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Cover Letter



Dear Hiring Manager,

I would like to apply for the Marketing Executive vacancy as I believe that my qualifications and abilities would make me a competent candidate for this job.

The motto of my life is “Find what you would die for and live for it!”, and this is how I choose my paths across life. In my opinion, Marketing is way beyond abstract strategies and numerical targets, it requires special talents to add the artistic flavor and soul to the product until it gets to its owner, or more accurately its companion through life. My passion and my relevant academic and technical backgrounds were the key role that gave me the opportunity to get an in-deep exposure to different branches of Sales and Marketing since university.

I am currently a Marketing Specialist at LORO Designs, an advertising start-up, since October 2018. I take part in managing social media platforms, boosting the reach and engagement on all platforms involved in the online and off-line marketing campaigns and preparing monthly action plans and timeline for the content required. Through this experience, I learnt new levels of innovative communication, trend analysis, lead generation and hands-on marketing experience through dealing directly with the target audience.

And as a former Project Manager at Kantar Health, my role necessitated directly contacting healthcare professionals for deeper qualitative marketing insights that directed multi-national pharmaceutical companies' global business decisions including the Gulf area. Moreover, I have participated in Market Research studies conducted in Qatar and have interviewed both physicians and patients in Hamad and Sidra Hospitals. Also, during university years, I got promoted to become an instructor in Marketing and Advertising workshop in a students' organization that simulates the pharmaceutical careers in 2014. My scope of work was inclusive, but not exclusive to supervising the marketing plans of the participants for real life simulation sponsored by multi-national companies as L'Oreal and AstraZeneca.

I am a certified Sales and Marketing student from the American University in Cairo, School of Continuing Education. I have accomplished the Foundation, Achievement and Career certificate with Straight A's covering the academic marketing theories and practices of Professional Selling Skills, Digital Marketing, Integrated Marketing Communication, Market Research, Strategic Planning, Consumer Behavior and many more.

In short, I have acquired a wide array of qualities during my work and extracurricular activities in the marketing field that qualifies me to become a distinguished member of your team. I would love the chance to further discuss the position and what skills I'd bring to the job. Thank you for considering my application.

Sincerely,

Aya Medhat Aboulazm

