

Marian Samir

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EXECUTIVE SUMMARY:

- Accomplished Sales and Marketing Manager with 15+years of Experience in the Medical and media realms.
- Articulate Communicator with proven ability to influence and motivate executive management, cross functional groups, teammates and individuals to deliver business results.

SKILLS:

- Ability to handle and prioritize multiple tasks while maintaining attention to detail
- Ability to work with diverse groups of people
- Resourcefulness, creativity and strong problem-solving skills
- Excellent communication, organizational and administrative skills
- Self-motivated and excellent command of negotiation skills

WORK EXPERIENCE:

Marketing Manager

Satellite Channel; May 2021 – April 2022

Huntington Beach; California - USA

Responsibilities:

- Developing new social media strategies and campaigns
- Creating content, including text posts, video and images for use on social media
- Promoting products, services and content over social media, in a way that is consistent with an organization's brand and social media strategy
- Coordinating with advertising and media experts to improve marketing results.
- Identify the latest trends and technologies affecting the channel.
- Evaluate important metrics that affect the organization website traffic, service quotas, and target audience.
- Oversee and manage all contests, giveaways, and other social Media platforms
- Interacting with customers and dealing with customers' enquiries
- Keeping track of data and analyzing the performance of social media campaigns
- Collaborating with colleagues from across marketing departments to ensure branding is consistent
- Meeting with clients and other stakeholders (such as social media influencers). These meetings may involve pitching potential marketing campaigns.

Marketing Manager

Euro Arabian Center; January 2018 – August 2020
Sultanate of Oman - Muscat

Responsibilities:

- Setting the annual activation strategy for the entire year aligning with the overall marketing strategy.
- Leading the annual planning and execution of medical conferences strategy and all medical events
- Working closely with the sales team and act as the linking-pin between marketing and sales
- Aligning, briefing, and coaching sales team on new messages and programs with all supporting material.
- Working closely with individual hospitals the company portfolio, to analyze/assess specialties performance
- Building a comprehensive loyalty/acquisition programs for doctors at all seniority levels by addressing all relevant drivers and barriers.
- Keeping stock of all medical marketing material ensure that they are up-to date
- Monitoring and tracking Medical marketing Budget and expenditure
- Managing internal training events
- Responsible for specialized material presented in events

District Manager

Biosensors Technologies Egypt; December 2014 – December 2017

Responsibilities:

- Collaborating in setting the company business plans including (Annual/quarterly targets, prospects coverage plan and sales teams' development plan)
- Implement, monitor and take corrective measures with all business plans to achieve the target
- Monitoring and evaluating in place action plans for effective search of sales leads and prospects
- Maintains contact with VIP clients in the market area to ensure high levels of client satisfaction and ensure sales team attention to client service issues in addition to updating customer database
- Managing evaluating and coaching the sales supervisors to ensure their high performance and teamwork and cooperation between the supervisors and their teams
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Previous Positions:

Sales Supervisor

Abbott Vascular - Kimal; December 2010 – November 2014
Cairo and Upper Egypt Areas

Sales Supervisor

Boston Scientific Office; November 2008 – November 2010

Medical Representative

Ranbaxy Egypt; July 2004 – September 2008

EDUCATION:

- MBA: HOPE International University – California – USA; December 2021
- University Education: Bachelor of Science – Assuit University
Graduated: July 2004
Grades: Good
- Secondary Education: Al Salam Language School

COURSES AND TRAINING:

- **Medical Marketing Course:** SMART Cells – London
- **Business Administration Diploma:** Arab British Board; *Al- kawmeya* Institute

LANGUAGE AND OTHER SKILLS:

- **Language Skills:** Fluent in Arabic and English
- **Computer Skills:** Good Command of Microsoft Suite and Internet research skills

INTERESTS AND HOBBIES:

- Writing Short stories/Articles
- Swimming
- Lead, organize and supervise youth groups' activities and sports camps
- Traveled: Dubai, Finland, Lebanon, Paris, Sweden, Sultanate of Oman, South Africa, Turkey, USA

PERSONAL DATA:

Nationality: Egyptian
Marital Status: Single
Date of Birth: February – 84
Drive License: Valid

REFERENCES:

Furnished upon request