

RAMI CHAHNA

Marketing & Digital Marketing Specialist

Dubai, United Arab Emirates

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Portfolio: rami-marketing.com



PROFILE

Marketing professional with a **Master's degree in Digital Marketing from the University of Nice, France**, combining a strong foundation in traditional marketing with over **11 years of IT skills experience**. Highly skilled in graphic design, motion graphics, videography, and digital content creation, with hands-on experience in building professional websites and scalable SaaS platforms. Proven ability to plan and execute effective marketing strategies, analyze performance, and collaborate with cross-functional teams to strengthen brand presence, increase engagement, and drive sustainable business growth.

EDUCATION

Master's Degree in Digital Marketing

Université Côte d'Azur, France | 2020

PROFESSIONAL EXPERIENCE

Marketing & PR Representative – Dr. Sulaiman Al Habib Hospital

Dubai, UAE | January 2024 – Present

- Develop and execute integrated marketing and PR strategies to strengthen the visibility and positioning of the dental department in alignment with hospital objectives.
- Lead all professional photography and videography activities using my Sony A7 IV, producing high-quality visual content for campaigns, branding, and internal communications.
- Create engaging digital content, including **motion graphics videos (Adobe After Effects)** and **graphic designs (Adobe Photoshop)** for social media and marketing platforms.

- ❑ Manage and optimize digital marketing channels, including LCD screen advertising, social media platforms, website content, and mobile application updates.
- ❑ **Design and develop SaaS solutions aligned with marketing strategies**, including a custom platform used to track and manage patient engagement for the **Dental Passport Campaign**, supporting campaign monitoring, data collection, and performance evaluation.
- ❑ Act as the main marketing representative for the dental department across internal hospital initiatives, external campaigns, and community events.
- ❑ Plan, coordinate, and manage internal and external events, handling supplier communication, giveaways, and on-site execution.
- ❑ Oversee marketing materials inventory to ensure availability and consistency for ongoing and future initiatives.
- ❑ Analyze campaign and event performance, prepare reports, and refine strategies to improve reach, engagement, and overall impact.
- ❑ Build and maintain strong partnerships with external companies to support collaborative marketing activities and mutual growth.

Marketing Specialist – Granitob

November 2022 – December 2023

During my tenure as a Marketing Specialist at Granitob, I contributed to the development and execution of marketing strategies tailored to the marble and construction industry, supporting brand positioning and market growth.

- ❑ Developed and produced compelling marketing content to support product promotion and brand visibility across digital and offline channels.
- ❑ Supported strategic marketing initiatives aligned with business objectives and market requirements.
- ❑ Conducted market research and competitive analysis to identify opportunities, understand customer behavior, and support informed marketing decisions.
- ❑ Analyzed campaign performance and market data to refine strategies and improve overall effectiveness.

Administrative Officer – SGR Plast

December 2020 – October 2022

As an Administrative Officer at SGR Plast, I supported daily business operations and ensured efficient coordination across departments through structured administrative processes.

- ❑ Managed administrative operations, documentation, and record-keeping to support smooth office workflow.
- ❑ Coordinated internal and external communications, acting as a key point of contact across departments.
- ❑ Provided direct support to management with scheduling, reporting, and day-to-day operational tasks.
- ❑ Organized meetings, calendars, and timelines to ensure timely execution of projects and activities.
- ❑ Tracked project timelines and supported operational follow-up to maintain efficiency and accountability.
- ❑ Managed office supplies and vendor coordination to ensure uninterrupted operations.

- Assisted with financial administrative tasks, including invoicing, expense tracking, and budget monitoring.

Jan 2018 – Jun 2018 | Practical Internship – LafargeHolcim

- Conducted in-depth market research and competitive analysis to support international market entry strategies for clinker and Ardia 600 products.
- Contributed to market positioning, pricing insights, and go-to-market planning, aligning product offerings with regional demand and industry trends.
- Assisted in evaluating target markets, identifying growth opportunities, and supporting global expansion initiatives through data-driven recommendations.
- Collaborated with cross-functional teams to translate market insights into actionable strategic inputs.

CORE SKILLS

- Digital & Traditional Marketing Strategy
- Brand Development & Brand Management
- Social Media Marketing & Content Planning
- Professional Content Creation (Visual & Video)
- Photography & Videography (Campaign & Branding)
- Motion Graphics & Video Editing (Adobe After Effects...)
- Graphic Design (Adobe Photoshop...)
- Website Development & Content Management
- SaaS Platforms & Web Development (PHP, JavaScript, HTML, CSS, Laravel)
- SEO & Digital Visibility Optimization
- Marketing & Public Relations (PR)
- Event Planning & Management
- Market Research & Competitive Analysis
- Performance Tracking & KPI Analysis

LANGUAGES

Arabic: Fluent | French: Excellent | English: Professional

WORKED WITH BIG BRANDS

د. سليمان الحبيب
DR SULAIMAN AL HABIB
المجموعة الطبية medical group



شركة مجمع عيادات
د. عبدالعزيز العجاوي لطب الأسنان
DR ABDULAZIZ ALAJAJI DENTAL POLYCLINICS CO
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