

# RAMI CHAHNA

**Marketing & Digital Marketing Specialist**

Dubai, United Arab Emirates

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Portfolio: [rami-marketing.com](http://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



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