

DR. NADA HELMY

B8 Madinaty, Cairo
01005260346

PROFESSIONAL SUMMARY

- Passionate and proficient in medical marketing, with a strong background in medical content creation. Experienced Business Development Manager with a solid foundation in improving public relations and infection control management. Proven track record in driving revenue growth and increasing market share. Possesses advanced analytical and strategic planning skills, strong leadership abilities, and excellent relationship-building capabilities with business partners.

EDUCATION

- **Master of Business Administration (MBA) in Marketing - Arab Academy for Science, Technology and Maritime Transport, 2023**
- Egyptian Fellowship in Infection Control and Epidemiology - 2020
- Hospital Management Diploma - Faculty of Commerce, Very Good
- B.Sc. in Pharmaceutical Sciences - Faculty of Pharmacy, Alexandria University

CERTIFICATES

- Certification in Infection Control and Epidemiology (American board in infection control and epidemiology (CIC) - February 2020
- Total Quality Management - Sadat Academy

COURSES

- Medical Content Creation - 2022
- Human Resources Course (Communication, Business Management, Motivation, and Time Management) - American Chamber of Commerce in Egypt, October 2012 to February 2013
- Clinical Pharmacy
- Pharmacovigilance and Rational Use of Drugs - Central Administration of Pharmaceutical Affairs
- Good Storage Practice Training Program - Central Administration of Pharmaceutical Affairs, February 2014
- Risk Management Course - Ministry of Health, 2017
- Storytelling and Design Thinking in Customer Care - 2023
- Healthcare Management - American Chamber of Commerce and Arizona University, November 2021
- Crisis and Disaster Management - World Health Organization, August 2016

PROFESSIONAL EXPERIENCE

Acting as Business Development Manager

Cleopatra Hospitals Group (Elkatib Hospital), September 2023 - Present

- Launched and positioned all centers of excellence in the hospital, increasing revenue and market share.
- Led all public relations improvement projects.
- Built and maintained relationships with key stakeholders to ensure customer satisfaction and loyalty.
- Identified and capitalized on new market opportunities, increasing customer acquisitions.

Manager for Infection Control and Public Health Department

Cleopatra Hospitals Group (Elkatib Hospital), September 2023 - Present

- Developed and implemented health and safety policies ensuring a secure workplace for staff and customers.
- Prepared cost estimates and forecasts for large-scale projects, ensuring accurate budgets and cost control.
- Adhered to infection control protocols to minimize the risk of infection and cross-contamination.

Manager for Infection Control and Public Health Department

Cleopatra Hospitals Group (Cairo Specialized Hospital), September 2020 - September 2023

- Developed and implemented health and safety policies ensuring a secure workplace for staff and customers.
- Prepared cost estimates and forecasts for large-scale projects, ensuring accurate budgets and cost control.
- Adhered to infection control protocols to minimize the risk of infection and cross-contamination.

Infection Control and Infectious Diseases Instructor

High Score Center, January 2018 - 2020

- Mentored and coached students to develop skills necessary for CBIC certification.
- Led simulations and clinical experiences for real-world application of infection control and epidemiology.
- Developed and implemented innovative teaching techniques to improve student engagement and retention.

Infection Control Deputy Manager

International Medical Center, January 2017 - January 2019

- Led the team for JCI and GAHAR accreditation.

Infection Control Director

Ministry of Health, January 2015 - January 2017

- Managed infection control in Cairo governance El Shorouk sector.

Infection Control Specialist

Directorate of Health Affairs in Cairo, 2015 - 2016

Inspector

Pharmaceutical Inspection, Ministry of Health, 2012 - 2015

Clinical Pharmacist

Fever Hospital, Ministry of Health, 2003 - 2006

Volunteer Work

Infection Control Consultant Member | Sharia Society Hospitals for Burns
Member of Gozour (FHI360) Project (COVID-19 Team Building Capacity)

Languages

- Arabic: Native
- English: Excellent command of spoken and written English
- French: Basics
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Skills

- Project Management
- Communication
- Presentation
- Teamwork
- Leadership
- Teaching
- Research
- Computer Skills: Microsoft Office, Minitab Software, Internet Applications, SPSS

Achievements

- Managed patient relations projects and marketing campaigns.
- Culture Transformation Ambassador at Cleopatra Hospital Group since October 2020.
- Championed cost reduction processes through effective resource utilization.
- Awarded Employee of the Year for managing patient complaints.
- Contributed to construction and renovation projects as an infection control advisor.
- Developed and implemented infection control program policies at various hospitals.

References:

Available upon request.