

Allaa Elsayed Zidane

MARKETING SPECIALIST

📞 0120-195-7924

📍 EGYPT-CAIRO

✉️ allaazidane9@gmail.com



Overview

A dedicated pharmacist with over six years of experience in the pharmaceutical industry, combined with **extensive expertise in human resource management, digital marketing, and recruitment**. I am eager to leverage my diverse skill set in an international work environment that offers new opportunities for growth and development. Possessing strong organizational and managerial abilities, I am committed to enhancing operational efficiency and achieving business objectives effectively.

I look forward to joining a dynamic team where I can contribute meaningfully through my varied skills and experiences.

Work Experience

Marketing Specialist

(2023-present) at El AMAWY Pharmacies

- responsible for developing and implementing marketing strategies to promote a company's products or services.
- analyze market trends, identify target audiences, and create marketing campaigns that effectively reach and engage customers.

HR COORDINATOR

(2022 - PRESENT) at El AMAWY Pharmacies

- HR operations and provide assistance with recruitment, onboarding, employee relations, benefits administration, and compliance with company policies and legal regulations.
- Payroll Support: Provide assistance with payroll processing by collecting and verifying timesheets and other related data.
- Training and Development: Coordinate training sessions and development programs, Track employee training progress and maintain related records.

Education

Graduated from the Faculty of Pharmacy at MSA University, Modern Sciences and Arts, class of 2020

Skills

- Presentation Skills
- Creative Thinking
- Customer Retention
- Product Knowledge
- Organizational Skills
- Problem-Solving Skills
- Web Design
- Marketing
- Graphic Design

Work Experience

Branch Manager

(2021-2022) at El AMAWY Pharmacies

- Operations Management :Oversee daily pharmacy operations to ensure smooth and efficient service. Implement and maintain standard operating procedures.
- Staff Management: Recruit, train, and supervise pharmacy staff, including pharmacists, pharmacy technicians, and support staff.
- Sales and Financial Performance: Develop and implement strategies to achieve sales targets and improve financial performance.
- Monitor financial reports and manage the branch budget.

Senior pharmacist

(2020-2021) at El AMAWY Pharmacies

- responsible for overseeing pharmacy operations, managing complex patient care, and providing leadership to other pharmacy staff. They ensure the safe and effective use of medications, provide advanced clinical services, and support the development and implementation of pharmacy policies and procedures.

Medical Content Writer

(2022 - PRESENT) at El AMAWY Pharmacies

Content Creation:

- Write medical articles, blog posts, and research papers covering a variety of medical topics.
- Ensure the information provided is accurate and evidence-based.
- Research and Analysis:
- Conduct in-depth research on medical topics to ensure the accuracy of the content.
- Analyze scientific studies and reliable medical sources.

Additional information

- Languages: English
- Certifications, and courses: Proficient in using MS Office suite, including Word, Excel, PowerPoint, Visio, and Power BI.
- Studied social media marketing through self-directed learning.
- Completed a course on Digital Marketing at Udemy.
- Experienced in using Generative AI and Prompt Engineering techniques.
- Skilled in leveraging advanced tools and methodologies to optimize workflows and drive efficiency.

Technical skills

- Proficient in MS Office (Word, Excel, PowerPoint, Visio, Power BI).
- Skilled in social media marketing and using advanced AI tools (ChatGPT, Generative AI, Prompt Engineering-CANVA).

Language

- English
- Arabic

REFERENCE

DR / MOHAMED ABDELRAHMAN

Hr Manager
+20 1007334432