

Ranjitha Radhakrishnan

Marketing & Communication

"Enterprising Marketing professional with 14 years of experience in Healthcare and Financial industries. Expertise includes Marketing Management, Communication, Website Management, Content, CMS and Brand Management."



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📍 Abu Dhabi, UAE

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WORK EXPERIENCE

Assistant Manager – Marketing NMC Healthcare

06/2018 – 06/2020

Abu Dhabi, UAE

Achievements/Tasks

- Manage the development, deployment and optimization of the web and digital assets, in terms of its construct and content, thus delivering goals linked to business objectives and brand goals.
- Liaise with business units and develop strategic marketing plans to support sustainable business growth and revenue generation.
- Manage social media channels including the content and the concepts and ensure the accounts are updated and the messaging is timely and relevant.
- Managed the conceptualization and launch of multiple website projects and Mobile App project.
- Liaise with internal functions, develop stories and updates and promote the communications through online and digital space.

Senior Marketing Specialist Xpress Money, Dubai

01/2015 – 05/2018

Dubai, UAE

Achievements/Tasks

- Manage marketing requirements; process and prioritize the requirements and capture the accurate project information.
- Leverage best practices to monitor work requests; create and facilitate work flows to ease up the marketing processes.
- Regular monitoring and evaluation of budget including ROI and ensure all marketing activities are planned within the budget.
- Lead data driven campaigns; Identify market trends, analyze data and deploy campaigns on agreed date and time.

Marketing Specialist Xpress Money, India (UAE Exchange)

01/2008 – 12/2014

Bangalore, India

Achievements/Tasks

- Lead marketing programs/events to support the business goals as well as increase the brand awareness.
- Manage Key Accounts; Maintain relationships and explore and maximize marketing opportunities with Corporate partners.
- Research and analyze market trends, competitor offerings, product specifications and demographic data.
- Manage media relations and outdoor partners to generate coverage and maintain awareness.

Process Associate HSBC GSC, India

12/2005 – 09/2007

Bangalore, India

Achievements/Tasks

- Set-up high profile corporate, commercial and institutional accounts and profiles in HSBC.net service.
- Arrange product training and attend to customer queries by liaising with the business area in the UK.

ORGANIZATIONS

NMC Healthcare (06/2018 – 06/2020)

Assistant Manager – Marketing

Xpress Money, Dubai (01/2015 – 05/2018)

Senior Marketing Specialist

Xpress Money, India (01/2008 – 12/2014)

Marketing Specialist

HSBC GSC, India (12/2005 – 08/2007)

Process Associate

EDUCATION

Post Graduate in English Language & Literature

MG University, Kerala (2005)

Graduate in English Language & Literature

MG University, Kerala (2003)

LANGUAGES

English

Malayalam

Hindi

SKILLS

Marketing Communication

Brand Management

CMS

Data Analysis

Project Management

Budget Management

Vendor Management

INTERESTS

Literature

Communication

REFERENCES

George Roos

"AVP Human Resources - NMC Healthcare"

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Moideen Koya K. K.

"Director Media Relations - UAE Exchange"

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