



CHRISTINE BRAGANZA

(055) 938 2104

c.m.braganz@gmail.com

<https://cmbraganz.journoportfolio.com/>

I am a highly experienced and dedicated marketing professional with over 5 years of international and local work experience. Currently, I am seeking new opportunities within the field of content writing, PR, social media, marketing, and events. I would love to join an organization where I can apply my knowledge and skills to help enhance the company's return on investment.

EDUCATIONAL QUALIFICATIONS

Coventry University,
United Kingdom,
Graduated with 2:1 classification
Honours in 2015
Bachelor of Arts,
Combined Degree in
English and Journalism

CORE SKILLS AND PROFICIENCIES

- Planning and executing marketing plans.
- Content writing.
- Graphic designing.
- Team management.
- Conceptualising and implementing social media calendars and ad campaigns.
- Problem-solving skills and willingness to learn.
- Interpersonal communication skills.
- Reporting.

WORK EXPERIENCE

Digital Marketing Manager

Doctors Clinic Diagnostic Center, DHCC, Dubai, UAE

April 2021 to Present

- Implemented leads tracking sheet to help measure ROI.
- Carried out competitor analysis and created offers.
- Planned, created content and executed all digital marketing campaigns, across WhatsApp, email, social media, and Google Ads.
- Designed, built and maintained our social media presence.
- Implemented internal marketing: Google reviews poster at reception, created brand specific profiles for each doctor and video-based offers that were displayed on the TVs in the waiting area, built a referral program including branded cards that were distributed to patients.
- Measured and reported back on the performance of all digital marketing campaigns, and assessed against goals (ROI and KPIs). Achieved ROI in August: AED129,873.23.
- Identified trends and insights, and optimised spend and performance based on the insights.
- Brainstormed new and creative growth strategies.
- Planned, executed, and measured experiments and conversion tests.
- Collaborated with external teams to create landing pages and optimised user experience.
- Utilised strong analytical ability to evaluate end-to-end patient experience across multiple channels.
- Collaborated with social media influencers and tracked discount codes provided by them to their followers.
- Secured corporate tie-ups to help boost revenue further.

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PROJECTS AND SAMPLE WORK

Go Dental Clinic's Website:

<https://www.godentalclinic.com/>

De Novu Institute's New Website:

[https://projects.invisionapp.com
/share/KV09BTRUWRY#/screens
/372016356_Concept-01-Rev9](https://projects.invisionapp.com/share/KV09BTRUWRY#/screens/372016356_Concept-01-Rev9)

LANGUAGES

- English - Verbal and written
- Hindi - Verbal
- Konkani - Verbal

HOBBIES

- Writing
- Reading
- Swimming
- Cooking
- Traveling
- Photography
- Running

Freelance Content Writer/Social Media Manager

Dr. Diala Sabaneekh, Dubai, UAE

Dr. Hardik Ganatra, Dubai, UAE

October 2021 - Present

Marketing Manager

De Novu Institute, Umm Al Sheif, Dubai, UAE

December 2018 - September 2020

Digital Marketing Specialist/Marketing Manager

Dr. Joy Dental Clinic, All branches - Dubai, UAE

December 2017 - November 2018

Social Media Manager

Dr. Michael's Dental Clinic, All branches - Dubai, UAE

February 2017 - November 2017

Freelance Content Writer/Social Media Manager

Funky Monkeys Playland, Sheikh Zayed Road, Dubai, UAE

October 2016 - February 2017

Content Writer/Social Media Account Manager

Be Unique Group, Oasis Centre, Dubai, UAE

January 2016 - September 2016

REFERENCES

Available upon request.