

SHAIDA AZIZ IBRAHIM

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SUMMARY

Strategic healthcare marketer with 3+ years of experience and a medical analysis background. Contributed to annual revenue growth of 100M IQD, increased social media followers from 13K to 50K, and supported a new beauty clinic that earned 100M IQD in its first 5 months. Skilled in digital marketing, patient engagement, content creation, and lab-related communication, with strong multilingual abilities.

EDUCATION

Tishk International University – College of Applied Science
Bachelor's Degree in Medical Analysis | **2021 – 2022**

TECHNICAL SKILLS

Digital Marketing & Strategy

Social Media Strategy • Campaign Planning • Content Creation • Advertising Management

Analytics & Reporting

Performance Tracking • Data Analysis • Audience Insights • Market Research • Reporting & Optimization

Healthcare & Communication

Healthcare Branding • Educational Campaigns • Medical Awareness Content • Professional Writing & Translation

Technical Proficiency

Microsoft Office Suite • Canva • Google Workspace

Soft Skills

Creativity • Strategic Thinking • Problem Solving • Team Collaboration • Adaptability • Multilingual Communication

WORK EXPERIENCE

Summer Training

- Completed a 3-month summer training program at Rasool Private Hospital (2020-2021).

Marketing Intern

- Completed a 3-month internship as a Marketing Intern at Medya Diagnostic Center (2021-2022).

Marketing Officer

- Served a 6-month probation period as a Marketing Officer at Medya Diagnostic Center (2022-2023).

Senior Marketing Officer

- Worked as a Senior Marketing Officer for 1 year at Medya Diagnostic Center (2023-2024).

Marketing Coordinator

- Worked as a Marketing Coordinator for 8 Months at Medya Diagnostic Center (2024-2025).

LANGUAGES

- English - - Good
- Arabic - - Good
- Kurdish - - Native
- Persian - - Very good
- Turkish - - Medium