

Abdelrahman Khaled

Healthcare Digital Marketing Specialist

abdelrahmanhosni97@gmail.com | +20 102 992 5331 | Behance Portfolio | LinkedIn | portfolio | Egypt

Professional Summary

MBA-qualified Healthcare Digital Marketing Specialist with **5+ years of experience** driving multi-channel digital campaigns, operational patient growth, and brand visibility across major hospital networks and public health sectors. Seamlessly bridges a **clinical pharmacy background** with elite media production capabilities to deliver high-converting digital communication. Proven track record of optimizing patient acquisition funnels, managing high-budget digital campaigns, and leading internal creative production teams.

Core Competencies

- Healthcare Digital Marketing Strategy
- Patient Acquisition & Digital Engagement
- Multi-Channel Campaign Management
- Performance Marketing & Patient Funnels
- Healthcare Branding & Visual Identity
- Digital Campaign Analytics & Optimization

Creative & Technical Skills

Graphic Design	Adobe Photoshop, Adobe Illustrator
Video Production	Videography, Adobe Premiere Pro, DaVinci Resolve, CapCut
Generative AI	ChatGPT, Google Gemini, Claude, ElevenLabs, Adobe Podcast AI
Digital Marketing & Analytics	Google Analytics, Facebook Insights, Digital Campaign Management, Performance Reporting
Workflow	Canva, Slack, Notion, Google Workspace

Professional Experience

Marketing Manager | Egypt Healthcare Authority (EHA) — Aswan Branch Jan 2025 – Present
Aswan, Egypt

- Strategic Digital Leadership:** Directed multi-channel digital marketing strategies across 9 hospitals and 92 healthcare units; expanded branch-wide monthly patient utilization from 32,000 to 86,000 patients/month and scaled Aswan Specialized Hospital admissions from 12,000 to 15,500 admissions/month.
- Visual Content & Digital Production:** Managed content calendars for 200+ monthly assets, scaling total branch views from 37K to 20.9M+ (+56,386%) and direct patient inquiries to 1.2K (+443%). Supervised the 30-episode “Ramadan Be-Seha” podcast (700K+ views) and Aswan Specialized Hospital digital views to 337.3K (+574.6%).
- Partnerships & Business Development:** Negotiated and secured over 40 strategic contracts with private sector entities for health insurance coverage, alongside 20+ sponsorships, effectively expanding the institution’s community impact and financial growth.
- Medical Tourism & International Relations:** Served as General Supervisor for the “In Egypt We Care” medical tourism project and acted as the key liaison with the World Health Organization (WHO) to coordinate healthcare support and financial settlements for foreign nationals and Sudanese refugees.
- Event Management & Brand Experience:** Led institutional marketing and brand alignment across 10+ major offline events; directed booth experiences and mobile clinic deployments at the Abu Simbel Sun Festival, and managed crisis communication/documentation during the national ‘SAQR 145’ emergency maneuver.

Marketing Specialist | Egypt Healthcare Authority (EHA) Jan 2023 – Dec 2024
Aswan, Egypt

- Strategy & Campaign Execution:** Developed and implemented integrated multi-channel digital marketing strategies to promote Universal Health Coverage (UHC). Successfully executed 8 targeted campaigns from

concept to delivery, directly contributing to a 25% increase in patient influx and a 20% growth in departmental revenue.

- **Visual Content & Digital Management:** Created compelling, accurate marketing content and managed the organization’s digital platforms. Designed visual assets and promotional videos, boosting social media engagement by 30% and expanding organic reach to over 500K unique regional users.
- **Event Videography & Community Outreach:** Executed community outreach through 3 major offline events. Managed all photography, videography, and visual documentation, which attracted 15K+ attendees and boosted local health unit registrations by 15%.
- **Digital Performance & Reporting:** Tracked and audited digital campaign performance using performance KPIs, optimizing marketing expenditure to achieve a 15% reduction in patient cost-per-acquisition (CPA).
- **Team Enablement:** Conducted 8+ educational workshops for 20+ internal staff members on marketing fundamentals, visual design, and collaborative workflow tools, boosting team asset turnaround speed by 25%.

Marketing Specialist | Al Masala Hospital

Aswan, Egypt

Jan 2022 – Dec 2022

- **Growth & Campaign Management:** Directed multi-channel marketing campaigns, driving clinical patient volume from a baseline of 3,500 to 7,300 patients/month (+108.6% net growth) and achieving a 10% revenue growth rate for the hospital.
- **Creative Direction & Visual Production:** Led a team of content creators while taking a hands-on role in designing visual assets and promotional videos for 6 targeted healthcare campaigns, multiplying total digital media exposure from 177K to 584.2K total views (+230.1% growth).
- **Community Outreach & Event Documentation:** Organized and executed 3 major offline events for targeted community outreach, managing all branding, photography, and videography; elevated content interactions to 8,500 touchpoints (+418% growth).
- **Direct Inbound Triage:** Optimized patient conversion metrics by routing 316 active messaging contacts (+118% growth) directly into specific diagnostic and appointment booking frameworks, reducing internal project bottlenecks by 20%.

Education

MBA — Marketing | Arab Academy for Science, Technology & Maritime Transport

Egypt

Nov 2022 – Sep 2025

Bachelor’s Degree — Clinical Pharmacy | Asyut University

Egypt

2015 – 2020

Languages

Arabic — Native

English — Professional

Japanese — Elementary (Currently Learning)