



SUJITH SOMAN

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Professional summary

A result oriented professional with **9 + years** of experience of progressive leadership & operational responsibility Specialization in Healthcare Services, Operations Management, General Administration, Customer Service & Health Insurance. Abilities in analysis of patient's data as well as qualitative performance indicators for preparing reports, recommending suitable and corrective actions. Excellent management and supervisory skills, effective communicator, proactive learner with strong analytical, problem solving and organizational abilities.

Work history

Operations/Asst. Marketing Manager

02/2022 - Current

Relief Medical Center LLC

- Liaising with doctors for referral
- Collaborating with media organizations and advertising agencies
- Brainstorming ideas for new campaigns
- Analyzing data to evaluate the success of the marketing efforts and come up with new ideas to improve brand marketing and exposure
- Evaluating & Optimizing marketing and pricing strategies
- Generating new business leads
- Provides leadership & direction in the development, implementation & monitoring of the strategic marketing plan for the organization
- Managing Insurance operation.
- Designed TV and print advertising campaigns.
- Liaised with sales, technical and customer service teams to drive on-time, under-budget project completion.
- Explored new marketing and branding partnerships with high-profile clients, enhancing company reach.
- Monitored campaign performance, adapting strategy as needed to ensure business goals were consistently met.
- Supervised all marketing and planning activities to achieve company goals.

Branch Manager

12/2019 - 12/2022

First Gulf Medical Centre, Advance Care Group – Sharjah

- Liaising with healthcare professionals and patients about treatment plans
- Overseeing clinic operations and staff duties
- Keeping medical professionals informed about healthcare administered at the centre
- Managing the clinic's budget, billing system, and inventory
- Ordering stock and supplies for the centre
- Overseeing the purchasing, maintenance, and repair of clinic equipment
- Performing the hiring, training, and performance evaluation of staff members
- Managing internal and external communications, and answering queries about the centre.
- Oversaw all aspects of branch management, including sales, revenue and policy enforcement.
- Boosted branch sales by developing and deepening customer loyalty through incentive programmes.
- Interviewed and hired talented individuals with top-level strengths, improving overall talent and skills set for organization.
- Evaluated local market conditions and sought new opportunities for sales.
- Performed monthly and quarterly employee performance appraisals.

- Organized regular coaching and training exercises with staff to build motivation.
- Participated in community activities to promote organization and build goodwill.
- Conducted regular branch staff meetings to communicate goals and objectives.
- Maintained detailed records of branch office activities.

Insurance Manager

03/2014 - 08/2019

Bhatia Global Hospital & Endosurgery Institute

- Negotiated contracts and maintained strict legal compliance with terms and conditions.
- Handled insurance queries from quotation stage to renewal.
- Kept up with changes in insurance markets to accurately answer client questions and give suitable recommendations.
- Worked with clients to determine correct coverage levels and options for coverage.
- Implemented new business development strategies to increase client base and bolster revenue.
- Cut company operating budgets through improved staffing, resourcing and inventory management.
- Liaised between customers, staff and stakeholders to maintain constructive communications.
- Presented feedback findings to staff for increased understanding of service strengths and weaknesses.
- Led annual salary reviews, talent reviews, succession planning and performance management.
- Performed exit interviews, gaining useful insights to improve employee retention rates.
- Answered questions from employees regarding health benefits and retirement plan options.

Skills

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| • Excellent time management skills | • Revenue generation |
| • Business development expertise | • Cash handling expertise |
| • Customer service awareness | • Adobe Illustrator |
| • Relationship management | • Social media graphics |
| • Proficient in MS Office | • Advertising understanding |
| • Sales professional | • Logo design |
| • Human resource management | • Adobe Photoshop |
| • Employee management | • Digital design |
| • Customer service | • Quality system audits |
| • Advertising | • Operational improvements |
| • Contract management | • Problem-solving abilities |
| • Insurance risk analysis | • Employee training |

Education

E-MBA: HR	2018
National Institute of Business Management (NIBM) - India, India	
Completed Certified Internal Auditor (CIA-NABH) Course from Six Sigma, Delhi	2018
Six Sigma - India	
Completed Hospital Management Certificate Course	2018
MSME - India	
BBA	2017
Allagappa University - India, India	
Diploma: Graphic Designing	2009
Arena Animations	

Languages

English

Fluent

Hindi

Fluent

Arabic

Beginner

Malayalam

Native

Punjabi

Elementary

Tamil

Intermediate

Accomplishments

- Repeatedly received recognition from superiors for excellence in service.
- Supervised team of 7 staff members.

Certifications

- CIA - Certified Internal Auditor
- GRAPHIC DESIGNING- Illustrator, Photoshop, Coral-Draw