JOSEPH EDWARD NAJJAR

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PROFESSIONAL SUMMARY

Business Administration graduate with diverse experience in marketing, sales, and operations across healthcare and industrial sectors. Skilled in developing growth strategies, managing client relationships, and streamlining processes to improve efficiency. Recognized for strong communication, problem-solving, and the ability to adapt quickly in fast-paced environments. Committed to contributing to organizational success through analytical insight, customer focus, and operational excellence.

WORK EXPERIENCE

Sheikh Shakhbout Medical City **Abu Dhabi, UAE**
Patient Access Coordinator Feb 2022 – Present

- Oversaw patient access operations for a newly launched department, ensuring smooth workflows and efficient service delivery.
- Streamlined payment processing, record-keeping, and financial counseling services, improving patient experience.
- Managed medical database systems to ensure accurate, secure, and up-to-date patient information.
- Collaborated with healthcare providers and administrative staff to address operational challenges and enhance coordination.
- Optimized internal processes, reducing administrative delays and improving service efficiency.

Technical Metal Industrial LLC **Abu Dhabi, UAE**
Sales & Marketing Executive Dec 2019 – Feb 2022

- Developed and executed marketing strategies that expanded client base and increased sales opportunities across industrial projects.
- Conducted market research and competitor analysis, providing insights that shaped pricing and promotional strategies.
- Strengthened customer relationships through CRM management, improving client retention and identifying upselling opportunities.
- Secured new business by visiting work sites and engaging directly with project managers, resulting in new long-term contracts.
- Coordinated with production and logistics teams to ensure timely delivery of client orders, achieving improvements in on-time dispatch.
- Designed and presented tailored quotations, winning repeat business and enhancing client satisfaction.

Fritz Marketing Inc. **Mississauga, ON**
Marketing Assistant Nov 2012 – Feb 2014

- Assisted in the execution of multi-channel marketing campaigns, including digital advertising, events, and email marketing.
- Conducted competitor analysis and market research that informed strategic decisions.
- Supported creation of promotional materials (brochures, flyers, presentations) to strengthen brand visibility.
- Provided administrative support including reporting, scheduling, and inventory management for marketing collateral.

EDUCATION

American University of Dubai **Dubai, UAE**
BBA in Management – Dean's List Sep 2014 – May 2019

SKILLS & LANGUAGES

- **Core Competencies:** *Business Development & Client Relations, Marketing Strategy & Market Research, CRM & Database Management, Process Optimization & Operations Support, Strong Communication & Independent Problem-Solving, Team Collaboration & Leadership*
- **Languages:** English (Native), Arabic (Native)