



SYED AHMAD FAREEZ BIN SYED HASHIM



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Sunway Alam Suria, Shah Alam, Selangor

PROFESSIONAL SUMMARY

A dedicated and detail-oriented Marketing Operations Manager with over 5 years of experience in healthcare marketing, sales, and digital marketing. Expertise in campaign management, customer relationship building, sales data analysis, and the execution of strategic marketing initiatives. Strong background in digital marketing, including email marketing and Salesforce, combined with a solid understanding of healthcare operations. A proactive problem-solver with a proven track record in enhancing online sales, streamlining processes, and delivering post-campaign reports to optimize business outcomes. Bilingual in English and Malay, with a passion for leveraging technology to drive business growth in the healthcare industry.

WORK EXPERIENCES

APR 2023 – PRESENT

LifeCare Diagnostic Medical
Centre

MARKETING OPERATION MANAGER

- Lead and manage a team of 5 subordinates, overseeing all aspects of marketing operations, including social media marketing, website management, and mobile app development.
- Drive the execution of multi-channel marketing campaigns to increase patient engagement and brand visibility, ensuring alignment with business goals and market trends.
- Collaborate with the web development team to optimize website performance, improve user experience, and enhance SEO strategies for better search rankings and patient acquisition.
- Oversee the ongoing development and promotion of the mobile app, focusing on patient-centered features like appointment booking, wellness tracking, and access to medical records.
- Manage and analyze the performance of social media campaigns, leveraging data to optimize reach, engagement, and conversion, resulting in a consistent increase in patient inquiries.
- Coordinate cross-functional teams (Clinical, IT, and Operations) to ensure the seamless execution of marketing initiatives, ensuring deadlines are met and marketing efforts are aligned across platforms.
- Regularly report on campaign performance, key KPIs, and ROI to top management, using data-driven insights to refine future marketing strategies and initiatives.

JUN 2021 – APR 2023

LifeCare Diagnostic Medical
Centre

MARKETING OPERATION SPECIALIST

- Managed marketing projects, from conceptualization to execution, including digital and traditional marketing campaigns.
- Conducted data analysis and sales trend forecasting, delivering insights to improve marketing strategies.
- Assisted in coordinating with internal teams (Finance and Operations) to ensure smooth post-event operations and timely follow-ups.
- Spearheaded email marketing campaigns through Salesforce, utilizing targeted strategies for different audience segments.

MAR 2019 – JUN 2021

LifeCare Diagnostic Medical
Centre

SALES & MARKETING ADMIN EXECUTIVE

- Prepared and maintained detailed customer listings and sales reports, providing key insights into market trends and forecasts.
- Coordinated with accounts and operations teams for seamless post-event processes and client follow-ups.
- Managed email marketing campaigns using Salesforce, including segmentation, targeting, and campaign reporting.
- Prepared sales proposals and quotations for clients, ensuring all marketing efforts aligned with sales objectives.
- Worked closely with the marketing team to enhance online sales, manage promotions, and analyze data to refine strategies.

AUG 2018 – FEB 2019

LifeCare Diagnostic Medical
Centre

CORPORATE SALES EXECUTIVE

- Prospected and secured new clients, building and maintaining strong relationships to ensure repeat business.
- Developed a sales pipeline through strategic outreach and lead qualification, resulting in increased revenue for the company.
- Delivered weekly reports on sales activities, client interactions, and revenue forecasts to management.

EDUCATION

EXPECTED COMPLETION:
FEB 2025

University of Malaysia Sarawak

EXECUTIVE MASTER IN DIGITAL BUSINESS STRATEGY & PLANNING

- Coursework includes Digital Business Strategy & Planning, Business Management Principles, Communication In Business,
- Website Building & Optimization, E-Commerce Business Setup, Advanced SEO, Website & Data Analytics, and Chatbot & Mobile Marketing.
- Advanced Content Marketing, Social Media Marketing, Strategic Paid Advertising,

COMPLETED: 2018

University of Malaya

BACHELOR DEGREE OF BIOLOGY (BIOHEALTH SCIENCE)

- Coursework includes Human Anatomy, Biochemistry, Microbiology, Molecular Biology, Genetics, Immunology, Pharmacology, and Environmental Health.
 - Conducted research projects focused on biohealth applications and presented findings on health issues related to genetics and microbiology.
 - Gained laboratory experience in DNA extraction, cell culture, and diagnostic testing.
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SKILLS & EXPERTISE

HEALTHCARE MARKETING STRATEGY:

Development and execution of comprehensive marketing strategies to grow brand visibility and patient volume for private healthcare providers.

DIGITAL MARKETING & CRM:

Proficient in managing digital channels (SEO, SEM, social media, email) to target and engage potential patients, and utilizing CRM systems like Salesforce for personalized outreach and campaign automation.

PATIENT ACQUISITION & RETENTION:

Expertise in formulating patient-centric campaigns that drive both new patient acquisition and long-term retention through data analysis, engagement programs, and personalized communication strategies.

BRAND MANAGEMENT & POSITIONING:

Skilled in building and maintaining a strong brand presence for healthcare institutions, with a focus on increasing brand loyalty and trust in a competitive healthcare market.

DATA-DRIVEN MARKETING:

Proficient in using data analytics tools (Google Analytics, Excel, Salesforce) to monitor marketing performance, assess campaign ROI, and make informed decisions to optimize marketing outcomes.

TEAM LEADERSHIP & COLLABORATION:

Strong leadership skills in managing cross-functional marketing teams, collaborating with clinical, operations, and sales departments to ensure alignment with organizational goals.

BUDGETING & RESOURCE MANAGEMENT:

Expertise in managing marketing budgets, allocating resources efficiently, and ensuring cost-effective execution of marketing initiatives.

HEALTHCARE REGULATIONS & COMPLIANCE:

In-depth knowledge of healthcare regulations (including privacy laws and advertising standards) ensuring all marketing efforts comply with local and national health policies.

STAKEHOLDER COMMUNICATION:

Adept at working with senior leadership, physicians, and external partners to drive marketing efforts and align them with business growth objectives.