



About me

*Professional digital marketing with 13 years of experience in the industry develops and implements successful campaigns that increase online visibility, and engagement and drive growth

*International Certified Beauty therapist



Work Experience

> Head of Marketing (Strategic & Digital) – Lifespan Group

Role Summary

Feb 2025 – Present | Dubai, UAE

- Leading strategic and digital marketing initiatives across Lifespan Group's verticals, with a core focus on aesthetic medicine, injectables, and advanced wellness solutions.
- Developing and executing integrated marketing strategies to drive business growth, patient acquisition, and brand equity across clinics, labs, and compounding services.
- Spearheading product positioning for aesthetic injectables and skin treatments, ensuring alignment with market demand and clinical trends.
- Building and maintaining strong relationships with Key Opinion Leader (KOL) doctors, driving endorsement, loyalty, and collaborative marketing activities.
- Organizing roundtable meetings, medical advisory boards, and educational events to showcase new innovations and engage top-tier aesthetic professionals.
- Managing cross-channel campaigns, influencer collaborations, and high-profile launch events across the UAE and GCC, ensuring high ROI and market penetration.
- Overseeing digital transformation, performance analytics, and branding strategies to position Lifespan as a market leader in personalized and aesthetic medicine.



> Regional Marketing Manager – Aramed (Arabian Medical Enterprises)

Role Summary

June 2023 – Jan 2025

- Develop Regional Marketing Strategies: Align with overall company objectives and analyze market trends to identify growth opportunities.
- Execute Marketing Campaigns: Plan, implement, and optimize regional campaigns across various channels (digital, print, events).
- Manage Budgets: Allocate and monitor regional marketing budgets efficiently.
- Support Sales Teams: Collaborate with sales teams, providing marketing materials and support to meet regional sales objectives.
- Ensure Consistent Branding: Coordinate with corporate marketing to maintain consistent messaging and branding.
- Analyze Campaign Performance: Track, report, and optimize marketing campaigns using key metrics and KPIs.
- Organize Regional Events: Plan and execute events, trade shows, and promotional activities to enhance brand visibility.
- Engage with Customers: Build and maintain relationships with key customers, partners, and stakeholders.
- Lead Marketing Team: Mentor and guide regional marketing professionals, fostering a collaborative and innovative team environment.



Christina Monir

Regional Marketing Manager

CONTACT



Dubai – UAE



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PERSONAL INFO

Date of Birth : March 1990

Marital Status : Married

Nationality : Egyptian

Others : UAE Driving License

LANGUAGE

Excellent Command Of
English And Arabic.

COMPUTER SKILLS

Gathering Up And
Maintenance Computer's
Hardware.

Excellent Command Of
Microsoft Office Package
(Word, Excel, Powerpoint).
Internet Research.

> **Digital Marketing Manager – Aesthetics Department Manager At GMC Medical Group .**

Digital Marketing – Off Line Marketing

Role Summary

- Setup Annual Marketing Plan ,manage Marketing Budget
- Manage The Clinic Events And Cooperate Events /exhibitions.
- Digital Marketing Campaigns – Google Ads –social Media Campaigns –seo.
- Manage Designs & Artwork Team – Deals With Suppliers For Printing .
- Mange The Aesthetics Department (New Treatments – New Products – New Machine
- Create The Ideas For Videos And Creating Marketing Materials To Be Post On Social Media .
- Handling The Purchase Team For The Aesthetics Department To Get The Best Price To Increase The Company Profit.
- Tracking The Performance Of Ongoing Campaigns And Report On Progress To O-founders .
- Generating Leads From All Digital Media Platforms .



> **Digital Marketing Manager – Aesthetics Department Manager – Event Manager**

At Sultan Al Olama Medical Group

Aug 2018 – Sep 2021

> **Digital Marketing At Aesthetic Clinic**

> **Digital Marketing At Denticare Clinic – Samc Clinics**

Role Summary

- Setup Annual Marketing Plan ,manage Marketing Budget
- Manage The Clinic Events And Cooperate Events /exhibitions.
- Digital Marketing Campaigns – Google Ads –social Media Campaigns –seo.
- Manage Designs & Artwork Team – Deals With Suppliers For Printing .
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- Generating Leads From All Digital Media Platforms .



> **Marketing And Event Manager At Dar Al Asalah Event Management Advertising Agency**

> Dec 2014 – Aug 2018

> **Agency Of Emirates Business Women Council Dubai & Abu Dhabi Police**

Awarded By Sheikh Khalifa Bin Mohammed Al Nahyan And Abu Dhabi Police.

Role Summary

- Managing The Cost, Design, Development Event/exhibitions. Liaising Closely Between External Vendors, The Main Client, Contractors And Suppliers .
- Manage Events Related To The Business Council And Exhibitions For Governmental And Royal Sector (Mother Of Thenation Event-year Of Giving Event-emirati Woman Conference)
- Digital Marketing – Google Ads –social Media – Control The Clinics Website And Application.



> Customer Services Supervisor At Bright Star Cosmetics Trading Company .egypt

> Jul 2011 – Jul 2014

Role Summary

- Manage Content And Updates For Customer And Internal Touch Points, Establishing Budget Guidelines, Participating In Events Documenting Business Processes, And Providing Additional Sales Support
- Gather Customer And Market Insights To Inform Outreach Strategies, Increase Customer Conversions, And Generate More Qualified Leads
- Identify Effectiveness And Impact Of Current Marketing Initiatives With Tracking And Analysis, And Optimize Accordingly



Skills

- Highly Adaptable, Enthusiastic And Active.
- Extensive Background In Problem Solving And Analytical Way Of Thinking.
- Customer Service Oriented.
- Great Ability To Work Co-operatively Within A Team.
- Adept At Policy And Procedures Development.
- Hard Worker, Ambitious, Self-motivated And Well Organized.
- Think Strategically To Accomplish Excellence.



Education

2011 – 2008 Bachelor of Education (Alexandria University) Biology dep. Grade: Very Good



Courses

- English Course Level (14) In American University In Cairo Center For Adult And Continuing Education With Grade Verygood.
- English Conversation Course In London College Of Linguistics With Grade Excellent.
- Social Media And Google Ads Course American University In Cairo Center For Adult And Continuing Education.
- Basic Selling Skills Certificate At Habib Scientific Office.
- Professional Selling Skills Certificate At Habib Scientific Office.
- Planning Rx: Sales Certificate From The European Institute Of Business Managers (Eibn).
- Digital Marketing Course From London Studies Institute .