

Tina Chehaitli

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PROFESSIONAL SUMMARY

Accomplished Project Manager with over 3 years of experience in patient care and customer service, along with 2+ years of experience in digital content creation. Proven ability to lead teams, build strong interpersonal relationships, and drive organizational growth in fast-paced, dynamic environments.

EDUCATION

Western Governors University- Utah/ Bachelor of Science Business Administration, Healthcare Administration

EMPLOYMENT EXPERIENCE

Marketing Coordinator- Sheyaaka SAL/ Lebanon- UAE

September 2023- Present

- Assist in the development and execution of marketing campaigns, including seasonal, promotional, and influencer-led initiatives.
- Coordinate campaign timelines, creative briefs, and deliverables with internal teams (design, content, operations) and external partners.
- Create and implement daily content on Sheyaaka's social accounts.
- Plan, coordinate, and direct photoshoots, ensuring high-quality visual content that supports brand strategy and engagement goals.
- Ensure visuals, captions, and CTAs align with brand tone and campaign goals.
- Update the marketing calendar with campaign timelines, KPIs, and key milestones.
- Assist in email, push notification, and app campaign setups — ensuring tracking and segmentation accuracy.
- Monitor engagement and report insights to optimize content strategy.
- Communicate with partner brands and vendors for product information, content needs, and promotional collaborations.
- Support influencer marketing coordination — tracking deliveries, posting schedules.
- Prepare weekly and monthly reports on campaign performance, traffic, and engagement.
- Support the marketing team with research and competitor benchmarking.
- Assist with website updates and product highlights in coordination with the content and design teams.
- Maintain marketing calendars and ensure deadlines are met.

Heal 360 Primary/Urgent Care Clinic- Project Manager - USA

June 2020- March 2023

- Prepare work schedules, assign daily tasks, and approve payroll
- Handle patient complaints and concerns
- Handle billables and disputes (EOB)
- Manage team performance to meet and exceed targets for revenue and growth
- Establish and maintain strong client relationships
- Ensure compliance with regulations
- Generate weekly clinic reports and create spreadsheets to help in clinic data
- Assist in new clinic build up and site selection
- Screen and Interview potential candidates for job openings
- Provide staff training and educational material for staff to ensure optimal patient care
- Order all clinic equipment and supplies
- Set up and maintain IV lounge
- Prepare and customize IV bags based on patient needs and treatment protocol
- Develop and implement marketing strategies to attract new patients for IV services
- Manage inventory and order all necessary supplies related to IV therapy
- Implement strategies and protocols to improve the facility's efficiency

WellHealth Precision Primary Care - Patient Coordinator/ Supervisor

March 2019- June 2020

- Handle daily functions of a primary care office such as answering calls, scanning and faxing documents
- Promote patient care by checking insurance benefits and eligibility and resolve any issues from patients
- Arrange efficient check-ins and check-outs for patients
- Schedule and collect co-pays through Wellpay
- Manage cash-flow / bill disputes and order clinic supplies for inventory of Frisco clinic
- Handle all referrals and pre authorizations for patients with HMO plans and provide medical records upon request
- Resolve patient bills from lab
- Point of contact for any reps of medical and nonmedical facilities

SKILLS

- Detail-oriented with strong organizational skills
- Strong analytical mindset with basic knowledge of marketing metrics and dashboards.
- Excellent organizational and communication skills in English and Arabic.
- Passion for e-commerce, fashion, and data-driven storytelling.
- Experienced in several EHR systems (DrChrono, Advanced MD and eClinical Works)
- Excellent verbal and written communication skills
- Strong leadership and organizational skills
- 2+ years experience in ecommerce business