

# Aakash George Roy

## Events & Media Relations

Completed four years in UAE Healthcare industry with Aster DM Healthcare, one of the largest private healthcare service providers in the Middle East and India, with sufficient experience in Events & Media Relations.



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📍 Ernakulam - Kerala, India

📅 12 June, 1991

## WORK EXPERIENCE

### Executive - PR & CSR

#### Aster DM Healthcare

03/2015 – 06/2019

Dubai

4 Years

#### Achievements/Tasks

- Coordination in continuous external awareness campaign and in-house campaigns.
- Coordination and support of all press meet events & corporate events.
- Organizing interviews for senior management like Chairman and CEO's.
- Coordination with all the verticals BD in GCC, India & Philippines for marketing, media & CSR activities.
- Sourcing advertising opportunities and placing adverts.
- Handling health awareness programmes in connection with the Clinics and Hospitals.
- Coordination with vendors, agencies and other clients.
- Maintaining the media, vendors & client database.
- Preparing monthly, quarterly & yearly reports.
- Liaising with designers, printers and different suppliers

Contact: Mr. Jaleel PA – +971 55 7009010

### Asst. Event Coordinator

#### We Create Events

07/2014 – 02/2015

Mangalore

7 Months

#### Achievements/Tasks

- Assisting in wedding planning, corporate events & press conference.
- Handling invoices and payments for the vendors and suppliers.
- Managing the event calendars.
- Working as a volunteer staff and arranging the volunteers for different Events.

## EDUCATION

### Bachelors in Journalism (Events Specialized)

#### St. Aloysius College

06/2011 – 03/2014

Mangalore

### High School

#### Progressive English School

04/1998 – 03/2009

United Arab Emirates

## SKILLS

Strong organizational and prioritization skills

Coordination and Management skills

Communication

Time Management

Ability to handle work pressure

## ACHIEVEMENTS

Active Participation and Coordination for Aster DM Healthcare in Arab Health.

Major Involvement in Aster @ 30 & Aster Volunteers Campaign.

Coordination and active involvement in Aster Media Awards 2016.

Aster's participation in DIAC (Exhibition & Conference).

Conducted health awareness, talk shows & medical camps in major media houses & labour camps.

Coordinated CSR advertising campaign, India - UAE Economic Forum (2016), BLF (2017).

## LANGUAGES

English

Native or Bilingual Proficiency

Malayalam

Full Professional Proficiency

Hindi

Full Professional Proficiency

Arabic

Limited Working Proficiency

## INTERESTS

Travelling

Volunteer Work

Sports

Music