



Doria Zohbi

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Home: Tripoli-Al-Mina, (Lebanon)

ABOUT ME

Results-driven professional with over six years of experience in public relations, healthcare marketing, and patient coordination, known for enhancing communication workflows and operational efficiency. Proven expertise in international marketing, student admissions, and regulatory compliance at Catholica San Antonio De Murcia University in Spain. Adept at driving organizational growth through cross-functional collaboration, service excellence, and strategic relationship management in fast-paced, high-impact environments.

WORK EXPERIENCE

UCAM University – La Nora, Spain

City: La Nora | Country: Spain

International Marketing & Admissions Intern

[01/03/2025 – 31/08/2025]

- Assisted in international student recruitment, including promotional content creation and admission process guidance.
- Conducted marketing campaigns (email, social media, direct recruitment) and performed market research & competitor analysis.
- Supported international students with bureaucratic procedures related to public administration and campus services.

Daralshifa Hospital – Hawally, Kuwait

City: Hawally | Country: Kuwait

Marketing & Public Relations Assistant

[15/04/2023 – 08/04/2024]

- Conducted market research (SEO) to expand target audience reach and selected appropriate media.
- Designed and produced printed promotional content such as brochures and flyers.
- Planned and executed promotional events including fundraisers and community initiatives.
- Coordinated orientation programs for new doctors and maintained departmental records.

Daralshifa Hospital – Hawally, Kuwait

City: Hawally | Country: Kuwait

Medical Coordinator

[16/12/2021 – 12/04/2023]

- Managed medical records, meetings, and reports for various Departments.
- Facilitated orientation for new doctors and resolved administrative issues.
- Problem Solving & Decision Making: Analyze problems and make quick decisions and solutions.
- Ensured accurate documentation and form management.

DarAlshifa Hospital – Hawally, Kuwait

City: Hawally | Country: Kuwait

Public Relations & Patients Coordinator

[25/10/2018 – 12/12/2021]

- Streamlined communication between patients, doctors, and nurses.
- Scheduled appointments and resolved inquiries with excellent customer.

EDUCATION AND TRAINING

Master of Business Administrative

UCAM Catholic University of Murcia [04/11/2024 – 16/06/2025]

City: Murcia | Country: Spain | Website: <https://www.ucam.edu/> | Level in EQF: EQF level 7

Bachelor's in business computing

Lebanese French University of Technology and Applied Sciences [15/09/2016 – 20/06/2017]

City: Tripoli | Country: Lebanon | Website: <https://ulf.edu.lb/> | Level in EQF: EQF level 6

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING C1 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

French

LISTENING A2 READING B1 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Spanish

LISTENING A2 READING A2 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Software:

Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access / Beginner JavaScript for WebDevelopment / Beginner HTML/CSS / Global SAP system / 1C CRM system

Soft Skills:

Teamwork & collaboration / ✓ Problem Solving / Public Speaking and public relations / • Social media management