



SIMI G

Management Operations & Digital Marketing

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SUMMARY

Accomplished professional specializing in management operations and digital marketing. Skilled in crafting impactful content, and overseeing comprehensive social media strategies. Committed to achieving business growth and delivering quantifiable results.

EXPERIENCE

Legal Administrator | Legalworkz

10/2025 – 04/2026 • Chennai

- ▶ Collaborated with businesses to deliver ITR and GST compliance, social media management, website solutions, and CRM implementation.
- ▶ Provided first point of contact support for internal and external clients to enhance satisfaction.
- ▶ Opened and managed client accounts with organisation and issued invoices and bills to solicit payments for services provided.
- ▶ Utilised software for formatting, editing, and manipulating documents to ensure accuracy.

Operations Executive | Medagg Healthcare Pvt. Ltd

01/2024 – 07/2025 • Chennai

- ▶ Assisted in managing accounts and operations by coordinating with internal teams and hospital representatives for execution of patient procedures.
- ▶ Supported the establishment of the mapping process to enhance operational efficiency.
- ▶ Facilitated coordination of invoices and payment collections from hospitals, ensuring accuracy in financial records.
- ▶ Contributed to digital marketing strategies through medical content writing and social media management.
- ▶ Aided in the digital empanelment of doctors and hospitals for the platform.
- ▶ Supported brand visibility efforts through announcements and meetings.

Operations Executive | SIMS Hospital

10/2022 – 05/2023 • Chennai

- ▶ Oversaw hospital operations and patient coordination across departments.
- ▶ Created medical content and managed hospital social media platforms.
- ▶ Supervised multiple service counters including patient registration, billing, and feedback handling to ensure smooth day-to-day operations.

Social Media Management | Fipola Retail India Pvt. Ltd

11/2021 – 10/2022 • Chennai

- ▶ Handled customer support via chats and emails, resolving order-related queries and complaints efficiently.
- ▶ Managed ORM (Online Reputation Management) across social media platforms.
- ▶ Maintained accurate documentation and supported backend operations.
- ▶ Kept up-to-date with product knowledge and market trends to better assist customers.

Operations Executive - International | Eximio Services & Solutions Pvt. Ltd

03/2021 – 08/2021 • Chennai

- ▶ Managed inbound and outbound coordination for US-based medical products and procedures.
- ▶ Ensured timely documentation and smooth communication to support international healthcare operations.

SKILLS

- ◆ CRM and digital marketing
- ◆ Content curation and SEO
- ◆ Leadership and supervision
- ◆ Multitasking
- ◆ Invoice and payment coordination
- ◆ Process management expertise
- ◆ Microsoft Office proficiency
- ◆ Canva

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Com)

In Progress •

DBSE – 12th

National Institute of Open Schooling • 05/2021 – 06/2022
Delhi

SSC - Commerce – 10th

National Institute of Open Schooling • 05/2018 – 06/2019
Delhi

COURSES

Mega Digital Marketing Course A-Z: 32 Courses in 1 — Udemy

Instructor: Pouya Eti

Topics: Digital Marketing Strategy, Social Media Marketing, WordPress, SEO, ChatGPT, Email Marketing, Instagram, Facebook, YouTube Ads, and more

Digital Marketing Fundamentals — IIDE

Instructor: Karan Shah

Topics: SEO, Google Ads, social media strategy, content marketing, WordPress, analytics, media planning, and AI tools like ChatGPT

LANGUAGES

English Proficient (C2)

Hindi Advanced (C1)

Tamil Intermediate (B1)