

# Dr. Akansha Kumar (Pharm D)

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## Summary

Experienced healthcare digital consultant with a PharmD and an MS in Business Analytics, bringing over 5 years of experience to the table. Methodical and detail-oriented, with significant expertise in data mining, social listening, and database management. Recognized as an excellent problem-solver, with a proven history of automating processes and driving operational enhancements. Dedicated to leveraging diverse analytics techniques to inform strategic decisions and foster meaningful connections between healthcare companies and stakeholders. Adept at maintaining strong client relationships by providing strategic advice and ensuring the timely delivery of high-quality deliverables.

## Skills

**Programs & Platforms:** Talkwalker, Tableau, Microsoft Office (Excel, Word, and PowerPoint), SPSS, SEMrush, Brandwatch, Crimson Hexagon, MOAT, Alexa, Similar Web, Google Keywords, Google Analytics and Trend, Jira, Web Scraper, Priori, Google Tag Manager, SAS Software

**Skills:** Social media Analytics, Digital Marketing, Documentation, Pattern and Trend Identification, Analytical Thinking, Business Reporting, Decision Making, Storytelling with Data, Product analysis, Insight generation, Consulting

**Others:** Strong Communication Skills, Attention to Detail, Strategic Planning, Time management, Leadership Skills

## Experience

Social Media Analyst 03/2023 to Current  
Acceleration Point Louisville, KY

- Led projects summarizing conference reports using proprietary tools, delivering actionable insights to clients during key industry events.
- Pioneered and led the creation of patient reports that integrated patient voices, enhancing clients' understanding of the therapy area.
- Assisted clients in designing and implementing a social dashboard within Kwello, enabling effective monitoring of DOL and social conversations.
- Collaborated with clients to secure new business opportunities and identify promising leads within their network using Google Analytics.
- Developed thought leadership content that drove business growth and generated significant leads.

Consultant 08/2021 to 11/2022  
Capgemini

- Worked as an SME to help a life science client create a flexible and agile service that aims to derive valuable insights from unstructured data resulting in a 40% reduction in response time for medical inquiries.
- Provided insights on patient and healthcare professional perspectives to clients through social data, supporting drug development and post-marketing strategies.
- Worked on a social project that involved monitoring and analyzing consumer and market trends on social media.
- Developed business proposals and thought leadership articles to secure new social listening projects.
- Conducted knowledge sessions to raise awareness of social listening in the disease journey.

Digital Analyst 07/2018 to 06/2020  
Clarivate Analytics (Previously DRG)

- Provided insights and recommendations to life science clients through social listening and custom research projects.
- Identified key opinion leaders and social advocates for client partnerships and product marketing.
- Conducted audits of clients' social presence and website comprehensiveness to enhance digital relevance.
- Collaborated on brand tracking, Digital opinion leader monitoring, and event analysis projects.

Associate Editor 02/2017 to 02/2018  
Neuroglia Health | Bengaluru, India

- Developed content for the "Drug India Index" app, ensuring accuracy and relevance.
- Managed content updates and bug fixes for app maintenance.
- Developed expertise in content marketing and user engagement strategies.
- Achievements: Successful performance of the application in both Playstore and IOS.

## Education and Training

**Master of Science: Business Analytics** 12/2023  
University of Louisville Louisville, KY

Doctor of Pharmacy 05/2017  
Manipal University Manipal, India

- Best outgoing Sports

## Certifications

- Google Data Analytics Individual Qualification. August 2023
- CSM, CSPO, Cloud Business Practitioner, Enterprise designer thinking, Agile Software Development

