



NAME- Dr. Ashutosh Patil

Email - ashutoshp2106@gmail.com

Ph No- +91- 8830874283 , +91-7588497278

D.O.B - 21/06/1989

Address : Hirkani Bungalow, Swami Samarth nagar Adgaon
Nashik (Maharashtra)

Pin-422003

Career Objective:-

A career with a progressive organization that will use my education, skills, abilities & experience in an executive capacity, where I can effectively contribute to operations in any capacity that best matches my skills & experience.

Academic Credentials

<u>Education</u>	<u>Year</u>	<u>University</u>
B.A.M.S	2013	Maharashtra University of Health Sciences
M.B.A (Healthcare Management)	2018	D.Y Patil Institute of Management (Pune)
NABH	2017	Quality Council Of India

Professional Experience 5 Years And 3 Months

<u>EMPLOYER</u>	<u>FROM</u>	<u>TO</u>	<u>DURATION</u>	<u>DESIGNATION</u>
Kaizen solutions (Hospital consultancy)	10/11/2016	WORKING	2 Years 11 months	Consultant (Business development)
Kaizen Solutions (Hospital consultancy)	20/03/2014	30/07/2016	2 Years 4 Months	Associate consultant (business Development)

Skills :

Advertisement analysis , Business research , Competative Analysis, Consumer research , Demand estimation, Market size estimation SWOT analysis study, Price analysis, Positioning study.

Job Responsibilities

- Creating market research reports on specific products and markets
- Responsible for Identifying gaps and opportunities for clients in potential markets.
- Responsible for finalizing Table of contents/scope/structure of the market research studies and timely delivery of project.
- Extracting, shorting, scanning, analyzing and storing relevant data from various secondary database and sources.
- Conducting primary and secondary research to build the analytical sections and to identify data-points/market trends
- Executing company research including their SWOT analysis, recent developments, business models.
- To build and execute marketing strategies that directly or indirectly support the broader goals of the organization with well-defined timelines and quantifiable and measurable goals.
- Ideating and executing campaigns and projects to increase brand awareness in the market.
- Developing strategies and managing marketing campaigns across ATL, BTL to build the credibility of brand through Clinical Excellence with Social Relevance showcase.
- Correlating the project goals with the anticipated investment and the anticipated Return on Investment.
- Evaluating effectiveness and market reactions to marketing campaigns, to ensure the timely adjustment of marketing strategy and plans to meet changing market and competitive conditions.

- Creating content for press releases, by-line articles and keynote presentations, internal forms and formats, brochures, flyers, social media, websites, etc.
- Developing and executing strategies and recommendations including user experiences, information architectures, interactive B2B marketing, corporate website online lead generation and content strategies.
- Provide regular reporting for website and marketing initiatives.
- Coordinate social activities by actively engaging with consumers
- Actively monitor and conceptualize in improving the reputation.
- Ensure our brand message is strong and consistent across all channels and marketing efforts.
- Design and drive all internal communications, in coordination with the HR department
- Establish and manage brand collaborations and partnerships.
- Support the sales & operations team with communication collaterals to engage the GP's/Consultants.
- Contribute positively and productively by ensuring that full contribution is rendered.
- Ensuring monthly Audits for all the indoor and outdoor brand collaterals and taking the

Certificate : NABH- IMPLEMENTATION OF NABH STANDARDS IN HOSPITAL

DECLARATION : I hereby declare that the information furnished above is true to the best of my knowledge.