

• Contact

📍 64/2/2 Barabagan Lane,
Serampore,
Hooghly, W.B, PIN-
712203 (Kolkata), India,
712203

☎ 8240684643

✉ advakslg@gmail.com



Arun Kumar Singh

Advocate & Certified
Professional Medical Coder,
HIPAA Consultant, RCM
Professional, Technical Analyst(
Equity & Derivatives)

• Skills

Professional ethics
understanding

• Software

Advance Diploma in
Computer Science



Excellent

Completed Certified Coding
Professional (CCP) Course



Excellent

To seek and maintain a full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

Enthusiastic [Job Title](#) eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of [Task](#) and [Task](#) and training in [Skill](#). Motivated to learn, grow and excel in [Industry](#).

Dedicated [Industry](#) professional with history of meeting company goals utilizing consistent and organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

Ambitious, career-focused job seeker, anxious to obtain an entry-level [Job Title](#) position to help launch career while achieving company goals.

• Work History

2014-06 -
2017-10

Study Break

To Study LAW, Raipur, Chattishgarh

Studied full time Bar Council Recognized LLB Course

2006-05 -
2014-06

Senior Marketing Manager

B.M.BIRLA HEART RESERCH CENTER, Kolkata, West Bengal

- Utilized knowledge of online strategies such as search engine marketing, product listings and affiliate marketing to maximize campaign results.
- Leveraged data insights from surveys, previous campaigns and market research to develop

targeted marketing initiatives.

- Established and managed overall business plan for [Type of marketing](#) department.
- Oversaw [Number](#) yearly projects from concept through completion.
- Identified potential markets to capitalize on underserved areas.
- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Assessed marketing copy, art comps and final designs and compared with established specifications.
- Capitalized on industry and marketplace trends to strategize marketing solutions and enhance business operations.
- Maintained complete database of files, contacts and project materials.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets and developing protocol.
- Developed network of related professionals to open up business opportunities.
- Managed marketing budget and associated P&L to develop and execute marketing strategies, budgets, and sales plans for business segments.
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales.
- Utilized market trends and target audience statistics to effectively and appropriately market products.
- Generated reports detailing campaign performance, customer engagement and engagement trends.
- Onboarded new customers efficiently by developing database listings, uploading information and defining related lists.
- Implemented creative partnership building, event sponsorship, activation platforms and consumer

experience design.

- Developed consumer-tailored print marketing materials for targeted distribution.
- Increased consumer leads through development of targeted advertisements and dealer direct response program.
- Assisted with development of event strategies and tactical plans to promote accomplishment of marketing goals.
- Kept organized tracking documents detailing assignments, in-progress work and completed project milestones.
- Orchestrated and implemented re-branding of [Type](#) department to improve sales and maximize effectiveness.
- Submitted professional proposals and project scopes in response to Requests for Proposals.
- Coordinated meetings between project members and clients to develop ideas, discuss progress and set goals.
- Successfully project managed numerous multi-lingual direct mail and email campaigns simultaneously.
- Implemented successful marketing and promotional strategies worth over [\\$Amount](#) in yearly revenue.
- Managed workflow between staff, coordinating documents, planning and creative material distribution.
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
- Briefed senior executives on monthly projections, product launches and other marketing plans.
- Transformed corporate website and social media platforms to better engage customers and promote sales.
- Created [Number](#) marketing campaigns, which resulted in [Number%](#) increase in revenue.
- Advocated for client requirements and objectives

to internal and external stakeholders.

- Built and improved customer engagement plans, boosting conversion rates **Number%**.
- Reviewed historical data and secure customer information to advise strategic campaign development.
- Executed optimal sales strategies to achieve commercial goals for target market.
- Set up, completed and tracked customer surveys for local, regional and national campaigns.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Cultivated and deepened productive client relationships to enhance collaboration and maintain responsiveness to changing strategies.
- Designed, implemented and enhanced national marketing initiatives to maximize outreach and product sales.

2003-05 -
2006-04

Regional Sales Manager

Aimil Pharmaceuticals India Limited, Kolkata, West Bengal

- Coached sales associates in product specifications, sales incentives and selling techniques, significantly increasing customer satisfaction ratings.
- Exceeded targets by building, directing and motivating high-performing sales team.
- Effectively recruited and hired highly talented individuals bringing exceptional skills and expertise to sales team.
- Led targeted training programs to educate staff on product benefits and service capabilities.
- Achieved regional sales goal of **\$Amount** by resolving problems, training staff members and completing action plans.
- Understood and capitalized on industry trends to shape and enhance value-added solutions and strategies for new market developments.
- Boosted market share by establishing sales and

distribution channels, developing new products, and solidifying sales partnerships.

- Attracted new clientele and developed customer relationships by hosting product-focused events.
- Delivered consistent and relevant feedback to sales personnel to improve telephone and selling skills.
- Finalized sales contracts with high-value customers.
- Assessed each location's individual and team performances, analyzing data trends to determine best methods to improve sales results.
- Collaborated with senior executives to evaluate performance in regional area and develop strategies to expand revenue generation.
- Created robust sales plans and set territory quotas.
- Targeted prospects in other territories through careful research of competitor products, services and trends.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Executed successful promotional events and trade shows.
- Met with each sales representative on monthly basis to answer questions, resolve issues and identify new strategies.
- Contacted key accounts regularly and achieved high satisfaction scores by routinely re-assessing needs and resolving conflicts.
- Introduced new inventory management measures, effectively decreasing product theft over [Number](#)% within [Timeframe](#).
- Made onsite sales calls to prospective customers to help sales representatives close lucrative deals.
- Achieved regional sales objectives by coordinating sales team, developing successful strategies and servicing accounts to strengthen business relationships.
- Led overall performance of sales of [Brand](#)

- products, parts sales, after-sales, network development, and marketing communications.
- Held regular performance evaluations to assess strengths and weaknesses of team members and provide counseling to improve outcomes
- Partnered with sales team members and leveraged strong negotiation skills to close tough deals with lucrative clients.

1998-05 -
2003-06

Territory Sales Manager

USV LIMITED, Kolkata, West Bengal

- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.
- Attracted new clientele and developed customer relationships by hosting product-focused events.
- Targeted prospects in other territories through careful research of competitor products, services and trends.
- Spearheaded efficient resolutions for wide-ranging customer issues to offer outstanding service and maintain high customer satisfaction.
- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Carefully analyzed data to determine most effective sales strategies.
- Communicated regularly with territory, regional and strategic managers for daily support and strategic planning for accounts.
- Worked diligently to resolve unique and recurring complaints, promoting loyalty and enhancing operations.
- Offered new and existing customers profitable products to maintain strong territory-wide revenue.
- Tracked changing product lines to effectively meet dynamic market demands.

1996-04 -
1998-05

Medical Representative

Panacea Biotech, Kolkata, West Bengal

- Arranged appointments with doctors, pharmacists and medical teams to raise awareness of latest product launches.
- Analyzed market to identify new opportunities and strengthen relationships with hospitals, medical centers and primary provider physicians.
- Conducted research to stay up-to-date with industry trends, prices and market competition.
- Prospected continuously for new potential customers and maintained robust conversion rate.
- Conducted routine product demonstrations to verify proper utilization and improve patient outcomes.
- Recognized trends within territory and industry to create proactive plans.
- Visited customer locations to evaluate requirements, demonstrate product offerings and propose strategic solutions for diverse needs.
- Contacted customers and prospects to generate new business to achieve company growth goals.
- Demonstrated products and specific features at customer locations and special events.
- Brought in new customers and retained base through proactive management of individual needs and development of robust [Type](#) solutions.

+ Edit or add your own

- Updated sales strategies and marketing channels to increase overall profitability by [Number](#)%.
- Used consultative sales approach to understand and meet customer needs.
- Monitored weekly sales to write reports for senior leadership and streamline operational processes.

2019-04 -
Current

Certified Professional Medical Coder, RCM Profess

Freelancer, Kolkata, West Bengal

REVENUE CYCLE MANAGEMENT(RCM) with

Top technical skills:

- ICD-10
- Customer billing

- Health information technology
- CPT coding
- Inpatient coding
- Outpatient coding
- ICD-9
- Anatomy
- HCPCS coding
- Clinical documentation

Top transferable skills:

- Communication
- Research
- Computer literacy
- Microsoft Office®
- Attention to detail
- Collaboration
- Organization
- Analytical skills
- Problem-solving
- Time management
- Assign codes to diagnoses and procedures, using ICD (International Classification of Diseases) and CPT (Current Procedural Terminology) codes
- Ensure codes are accurate and sequenced correctly in accordance with government and insurance regulations
- Follow up with the provider on any documentation that is insufficient or unclear
- Communicate with other clinical staff regarding documentation
- Search for information in cases where the coding is complex or unusual
- Receive and review patient charts and documents for accuracy
- Review the previous day's batch of patient notes for evaluation and coding
- Ensure that all codes are current and active
- RCM Professional

2017-10 -
Current

Advocate

Self Practice, Hon' Ble HC CAL, Kolkata, West Bengal

CURRENT

Presently practicing since 2018 in Hon'ble High Court Calcutta(Appellate Side) with specialization on Constitutional law(WRIT), Civil, Criminal, IPR, Human Rights Laws, Taxation laws (Income Tax ,GST), International Taxation Laws(US/UK/ etc, International Laws, FEMA,FDI, M& A , Intellectual Property Rights, Copy Rights Act, Banking & Financial Laws, Recovery Laws (SARFAESI & IBC), Company Laws, SEBI Law , Arbitration, Consumer Protection Laws, Contract Laws, Companies Laws, Compliances,Drug laws including NDPS, ICT Laws, Environmental laws, International as corporate lawyer to handle all company's legal transactions, partnerships, and projects. principal goal will be to guarantee that all company's transactions comply with state laws and regulations, while actively helping company avoid possible legal risks and violations.

including conveyancing, vetting and consulting and leading all corporate legal processes such as mergers, compliance issues, transactions, partnerships, outstanding negotiation and communication skills, with sharp attention to Prepare the appropriate legal documents for trial or court proceedings.

Evaluate new business partnerships with vendors and subcontractors.

Represent the company in legal proceedings.

Design and oversee the company's policy and position on legal matters.

Protect the company against legal risks and violations.

Examine the legal issues related to new products and services.

Negotiate deals on behalf of the company.

Guide management on regulatory and compliance issues to ensure compliance with legal regulations.

And also exposure on Treaties like, ICCPR, UDHR,

TRIPS, Compliance and Regulatory Affairs, Laws Governing Clinical Trials and allied of world's most Regulators like USFDA, MHRA, MCC, CDSCO, TGA, EMEA,MHLW,SFDA etc, Complete knowledge of Payroll Management it's statutory compliances, PF,ESI,P.TAX, TDS, Wage Code,ID Act, Trade Union Act(Conflict Resolution under legal framework,negotiation and union management, Conflict Resolution under legal framework Work, Human Resources Laws , Laws Governing Healthcare, Pharmaceutical, Hospitals, E-commerce, Tort & Civil Liability, Drafting, Conveyancing, SAP HANA Functional Consultant on payroll Management, Other ERP Domain Functional consultant.

• Education

1990-04 - 1993-10	B.Sc(Bio): Biology Calcutta University - Kolkata
2014-06 - 2017-10	LLB: LAW Kalinga University - Raipur
2018-06 - 2019-05	Technical Analysis Of Equity & Derivatives: Technical Analysis Equity, Derivatives Professional Education Center - Kolkata
2018-11 - 2019-03	USA HEALTH INSURANCE RCM, HIPAA Laws, Regulations: Health Information Technology USA INSURANCE RCM - KOLKATA