

RESUME

NAME : ARUN KUMAR SINGH

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Professional Summary:

Experienced pharmaceutical sales and healthcare marketing professional with over a decade of experience working with renowned healthcare organizations. Strong expertise in developing and executing marketing strategies, managing sales teams, and building strong relationships with healthcare professionals. Proven ability to exceed sales targets and deliver exceptional customer service.

Experience:

Company Name : A renowned Super Speciality
of Kolkata

[City], : KOLKATA

[State] : WEST BENGAL

[Position],. : Sr. MANAGER- MARKETING

[Start Date] - : APL - 2006

[End Date]. : MAY - 2013

Roles & Responsibilities:

- Managed a team of 12 marketing and senior marketing executives to develop and implement effective marketing strategies that drove revenue growth for the hospital
- Accelerated revenue growth by 30% through proper positioning and targeting of key opinion leaders in healthcare
- Led the development and execution of successful marketing campaigns, including patient acquisition and retention programs, referral management initiatives, and hospital events
- Developed and maintained strong relationships with referring physicians and healthcare professionals to drive patient referrals

- Successfully positioned the hospital as a leader in the healthcare industry through effective brand management and marketing strategies
- Exceeded sales targets by 30% through effective sales planning and execution.
- Built and maintained strong relationships with key healthcare professionals to promote the company's products and services.
- Contributed to the achievement of Department Audit Compliance of NABH accreditations for the organization.
- Patient Experience: The ability to develop and implement initiatives that enhance the patient experience and drive patient satisfaction.
- Public Relations: Developing and maintaining relationships with the media and other key stakeholders to promote the organization's services and enhance its reputation.
- Event Management: Expertise in planning and executing events, such as health fairs and seminars, to promote the organization's services and increase patient awareness.
- Quality Management: Knowledge of quality management principles, such as Lean Six Sigma and Total Quality Management, to identify opportunities for process improvement and enhance patient satisfaction.
- Brand Management: Developing and maintaining a strong brand image for the organization across all marketing channels.
- Data Analytics: The ability to analyze data to make informed decisions and adjust marketing strategies to maximize ROI.
- Project Management: The ability to manage multiple projects simultaneously, set priorities, and meet deadlines.
- Business Development: Developing and maintaining relationships with referral sources to increase patient volume and drive revenue growth.
- Leadership: The ability to lead and inspire a team of marketing professionals, fostering a culture of collaboration, accountability, and innovation.
- Cultural Competency: Knowledge and understanding of diverse cultural practices, beliefs, and values to develop culturally sensitive marketing strategies and enhance patient satisfaction.
- Knowledge of NABH Standards: The marketing team should have a strong understanding of NABH accreditation standards and requirements to develop effective marketing strategies that align with the organization's accreditation goals.
- Brand Management: Developing and maintaining a strong brand image for the organization across all marketing channels.
- Market Research: Conducting market research to identify patient needs and preferences, market trends, and competition to develop targeted marketing strategies.
- Customer Service: Developing and implementing initiatives that enhance the patient experience and drive patient satisfaction.
- Digital Marketing: Expertise in digital marketing, including SEO, SEM, social media, email marketing, and content marketing.
- Sales Enablement: Developing and implementing sales enablement strategies that support the sales team and drive revenue growth.
- Creative Thinking: The ability to think creatively and develop innovative marketing strategies that drive engagement and brand awareness.

- Communication: Excellent communication skills to effectively communicate the organization's mission, values, and services to target audiences.
- Event Management: Expertise in planning and executing events, such as health fairs and seminars, to promote the organization's services and increase patient awareness.
- Compliance Management: Knowledge of healthcare regulations and compliance standards, including QCI's NABH and other privacy laws, to ensure all marketing activities are in compliance with industry standards.

Education:

[Degree], : B Sc(Bio)
 [Major], : Bio Science
 [University Name], : Calcutta University
 [Graduation Date]. : 1993
 [Degree], : LLB
 [Major], : LAW
 [University Name], : KALINGA UNIVERSITY
 [Graduation Date]. : 2017

Skills:

- Strong leadership and management skills
- Excellent communication and interpersonal skills
- Proven track record of achieving sales targets
- In-depth knowledge of the pharmaceutical industry and healthcare marketing
- Ability to analyze market trends and develop effective marketing strategies
- Strong attention to detail and ability to multitask
- Strong leadership and management skills
- Excellent communication and interpersonal skills
- Proven track record of achieving sales targets
- In-depth knowledge of the pharmaceutical industry and healthcare marketing
- Ability to analyze market trends and develop effective marketing strategies
- Strong attention to detail and ability to multitask
- Expertise in digital marketing and social media strategies
- Tech-savvy with proficiency in various marketing tools and platforms.
- Strong leadership and management skills
- Excellent communication and interpersonal skills
- Proven track record of achieving sales targets
- In-depth knowledge of the pharmaceutical industry and healthcare marketing
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- Strong attention to detail and ability to multitask
- Expertise in digital marketing and social media strategies
- Tech-savvy with proficiency in various marketing tools and platforms.

- Skilled in organizing outreach programs, trade conferences, health check-ups, and awareness programs
- Experience in content development for various marketing collaterals and digital platforms
- Brand management expertise with a focus on developing and maintaining a consistent brand image across all marketing channels.
- Experienced in referral management, building and maintaining strong relationships with key stakeholders and healthcare professionals to drive referrals
- Skilled in team handling and managing, providing training and coaching to improve team performance and achieve sales targets.
- Strong understanding of healthcare corporate marketing, including developing marketing strategies to promote corporate brand awareness, building relationships with key stakeholders, and managing corporate events and sponsorships.
- Strategic Planning: The ability to develop and execute marketing plans that align with the organization's overall strategic goals and objectives.
- Market Research: Conducting market research to identify trends, opportunities, and challenges in the healthcare industry and using the insights to develop effective marketing strategies.
- Data Analytics: The ability to analyze data to make informed decisions and adjust marketing strategies to maximize ROI.
- Patient Experience: The ability to develop and implement initiatives that enhance the patient experience and drive patient satisfaction.
- Budget Management: The ability to manage marketing budgets and allocate resources effectively to maximize results.
- Product Positioning: The ability to develop and execute product positioning strategies that differentiate the organization's products and services in the market.
- Sales Enablement: Developing and implementing sales enablement strategies that support the sales team and drive revenue growth.
- Digital Marketing: Expertise in digital marketing, including SEO, SEM, social media, email marketing, and content marketing.
- Creative Thinking: The ability to think creatively and develop innovative marketing strategies that drive engagement and brand awareness.
- Team Management: The ability to manage and mentor a team of marketing professionals, providing guidance and support to drive team performance and achieve sales targets.
- Proactive Communication: The ability to communicate proactively with customers to provide updates and address any concerns before they escalate into complaints.
- Conflict Management: The ability to identify and manage conflicts effectively, de-escalating situations and preventing complaints from escalating further.
- Problem Solving: The ability to identify potential issues and develop solutions to address them proactively, preventing complaints from arising.
- Empathy: The ability to understand and empathize with customer concerns, demonstrating a genuine interest in resolving issues and addressing complaints.
- Active Listening: The ability to listen actively and attentively to customer concerns, seeking to understand their perspective and identify potential solutions.

- Attention to Detail: The ability to pay close attention to detail, ensuring that all customer needs and concerns are addressed in a timely and effective manner.
- Customer Service: A strong understanding of customer service principles and the ability to provide excellent customer service throughout the customer journey.
- Relationship Building: The ability to build strong relationships with customers, fostering trust and loyalty that can prevent complaints from escalating.
- Root Cause Analysis: The ability to identify the root cause of customer complaints and develop solutions to address the underlying issues.
- Continuous Improvement: A commitment to continuous improvement, seeking to identify areas for improvement and implementing changes that can prevent future complaints and improve the overall customer experience.

References:

Available upon request.

GITHUB URL :

https://github.com/arun1971/resume/blob/main/CV_2023032002492031.pdf
