

MAHESHWARI MAHARANA

Senior Manager- Marketing & Product
Training

CONTACT

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Education

- MSc Biotechnology (Amity University)- 2011
- B.Sc. Life Sciences (University of Delhi)- 2009

Core Competencies

- Brand management
- Marketing strategy
- Data analysis
- Digital marketing & Product launch
- Promotional Planning & Budgeting
- Market & competitor analysis
- Marketing Inputs designing

Computer Skills

- Power Bi
- MS Office: Powerpoint, Excel, Word

Languages

- English, Hindi, Odia

CAREER SUMMARY

Result-oriented marketing professional with 12+ years of product management experience. Adept at blending creativity with strong analytical skills to implement effective marketing strategies, build positive business relationships, and drive growth and value for stakeholders.

WORK EXPERIENCE

LifeCell International Pvt Ltd | Jul 2022 – Present
Senior Manager- Marketing & Product Training

Product Portfolio- Diagnostics- Gynae, IVF, Autoimmunity, Infectious, and Routine
Portfolio Size- 150Cr

- Launched and managed Allied (Infectious and Routine) Portfolio.
- Led and scaled Autoimmunity portfolio, achieving average of 500+ units per month.
- Developed and executed comprehensive marketing strategies to capture market share in reproductive and IVF divisions.
- Initiated a concept "Pocket Lessons" for product promotion and training.
- Planned and executed Product Training Program- "Pragati"
- Initiated the campaign- HealthComm to enhance communication of test offerings to clinicians and patients.

Saife Vetmed Pvt Ltd | Sep 2020 – Jun 2022
Product Manager

Product Portfolio- Veterinary Pharmaceuticals
Portfolio Size- 50Cr

- Re-launched Saife Business 360 app and .COM project to enhance product reach and sales.
- Implemented 'Ghar Wapasi' and 'Post Your Success Story' to rejuvenate and convert customers.
- Executed high-impact campaigns for Fortimas and Winter Wonder Products; relaunched Saife Tech Corner newsletter.
- Developed strategies to increase sales for Early3Cs, Certillus Eco, Fly End, and Diprosin E Plus.

Core Diagnostics | Jan 2020 – Jun 2020
Product Manager

Product Portfolio- Diagnostics- Oncology
Portfolio Size- 25Cr

- Drove sales strategies, elevating Guardant 360 as top brand.
- Re-launched liquiCORE Lung panel and launched DetermaRx, PDL1 (SP142), and PIK3CA tests.
- Revitalized HER2 with a new communication strategy.
- Improved performance in weaker regions through collaboration with the sales team.

Certificates

- Post Graduate Diploma in Management (Marketing), Amity University – 1st Division (2017)
- Diploma in Clinical Research & Trials, BII, Noida – 1st Division (2013)
- Certificate in Fundamentals of Digital Marketing
- Certificate course in French (elementary), Communication skills and Behavioural Sciences.
- Training course in clinical diagnosis i.e., microbiological, biochemistry and immunological techniques at ADEP Clinical Research & Diagnostics from June'2011 to Sep'2011 as Trainee Scientific Officer.

Personal Information

- Father's Name: Mr. Rajendra Kumar Maharana
- Date of Birth: 8th September 1988
- Gender: Female
- Marital status: Married

Centre For Sight- Eye Hospital | Oct 2018 – Jan 2020

Deputy Manager- Branding

Product Portfolio- Eye Care Services

Portfolio Size- 200Cr

- Conceptualised and implemented Promotions (ATL & BTL) to push footfall across PAN India centres with close interaction with the advertising and media agencies.
- Successful launch of new centres: Patna, Kolkata, Indirapuram.
- Successful conceptualization and preparation of various brand collaterals.
- Developed propositions to make LASIK centres a profitable centre for the company.

Akiva Medical Devices | Oct 2017 – Oct 2018

Assistant Marketing Manager

Product Portfolio- Medical Devices

Portfolio Size- 20Cr

- Successful development and execution of product launches to support sales.
- Evolving market segmentation and penetration strategies.
- Working with business development managers to develop solutions to market and product changes.
- Developing sales tools and presentations catered to individual markets.

Apple Therapeutics Pvt Ltd | Dec 2013– Oct 2017

Assistant Product Manager

Product Portfolio- Derma, Tricho, Gynae, Cosmetology

Portfolio Size- 20Cr

- Launched Nitch, Acnin, Trigaine, and Emolliz, achieving strong sales milestones.
- Boosted Lactifem sales by 30% with targeted campaigns.
- Expanded the cosmetology segment to major metro cities.
- Increased prescriptions for Apifil-M, Hairmax Forte, Folica, and Retilift through strategic marketing.
- Recognized for exceptional training and presentation skills.

Cryo-Save India Pvt Ltd | Oct 2011 – Feb 2013

Executive- Sales

Product Portfolio- Umbilical Cord Stem Cell Banking

- Highest conversion rate of lead into presentation.
- Achievement of 50% conversion of presentation into enrolments.