

Vanita Duggal

RELEVANT WORK EXPERIENCE

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SRL DIAGNOSTIC DR. AVINASH PHADKE LABS CORPORATE SALES MANAGER – MUMBAI MARCH 2020- Present

- Corporate Tie -Ups
- Pre and Post employment annual health check
- ➤ Conducting Health camps ATL and BTL
- Revenue generating through camps and corporate Tie ups

<u>Healthsignz Technologies (Aug 2019- FEB 2020)</u> <u>Sales Manager- Mumbai</u>

- ➤ Handling Team
- > GP referral business
- ➤ BTL and ATL
- Corporate tie-ups and camp

<u>Advanced eye Hospital and Institute</u> (July 2018 - July 2019) Marketing Manager - Navi Mumbai

- Handling team
- Doing ATL BTL activities
- Corporate Tie-ups
- Handling Front office Team
- Achieving sales Numbers for Hospital
- Monthly target -1cr overall



Apollo Spectra Hospital PUNE (Nov 2016 - May 2018) Sales Head

- Handling all marketing activities and events
- Handling Sales and business
- Doing annual tie ups with corporates
- Meeting surgeons for tie ups
- Doing RTM, CME and SGM for Doctors
- Handling marketing team, their reporting, sales and target

Health spring: September 2014 – September 2016 **Business Development Manager**

- ➤ Responsible for maintaining Brand identity programme in all aspects in assigned
- Clusters, including at all patient–facing interaction, as brand custodian.
- Responsible for realization of revenue and the targets of walk ins/Membership plans for assigned geographical area/centre.
- > Continuously look out for both market and product
- diversification opportunities to expand business. Developing business plan and Sales strategy for the assigned market that ensures attainment of company Sales goals and profitability.

Achievements Health spring

- Consistent performer.
- Organised and conducted a training camp for the team.
- ➤ Completed 100% annual targets and achieved 100% bonus and increment.



Assistant manager events

- ➤ Handling Team of 20 BDE's Under events department
- Seeking permissions for event in malls and corporate
- Arranging Campaigns for kids suffering from cancer in malls for free treatment.
- Raising funds for cancer patients (paediatric and adult both)

Microsoft: Jan 2010– April 2011 ISD (Promoter)

- Worked in a reliance digital store (Korum Mall Thane)
- ➤ Selling Microsoft hardware and software products
- Maintaining stock reports
- Achieving sales Target on month on month

Skills and Expertise

- Business development
- > Team Handling
- > ATL and BTL
- Direct Sales
- ➤ B2C
- ➤ Retails Sales

Education

➤ B.com Graduate from university of Mumbai in 2014