

RESUME

VINEET BALI

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ADDRESS:

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OBJECTIVE

Looking forward to serving as a catalyst for a professionally managed organization with the best of my expertise and knowledge in integrating people, process, and technology adhering to the benchmarking quality standards and output for the betterment of the organization and myself.

WORK EXPERIENCE

1. Technical Content Writing, Digital Marketing (2 years)

- Writing articles and blogs, keyword descriptions, website content, meta-content, cover stories, Mobile app document writing, Banner content writing and copy-writing.
- Link promotion through Social Media, Email Marketing.
- Independently coordinating and assisting domestic and overseas clients.

2. Pharma Purchase & Procurement (2 years 2 months)

- Conducting research to ascertain the best vendors for RM, PM, APIs, Machinery and finished products.
- Negotiating best competitive rates without compromising to the material quality.
- Liaison relevant departments to ensure timely material delivery.
- Vendors auditing, coordination, Raising PO, and timely payment processing.
- Maintaining records of contract or agreement.
- Development of packaging artworks.

3. Copywriting & Medical writing (9 years)

- Product briefing for visual-aid and promotional material development & designing.
- Providing idea or concept with reference based medical content.

- Editing and proofreading of medical content.
- Member of creative desk team for the leading Pharma / Healthcare magazines and Journals.

4. Pharma Sales & Marketing (1 year)

- Promoting products to healthcare professionals to generate sales.
- New market research and monitoring competitor's activities.
- Putting best efforts to boost-up sales and achieving assigned targets.

PERSONAL SKILLS

- Good Communication and presentation skills; interrelate well with the people at all levels.
- Personable and articulate; skilled in handling people with professionalism and courtesy.
- Good analytical, planning, and management skills.
- A decision maker; well organized and resourceful.
- Equally effective working in self-managed projects and as a member of a team.

ACHIEVEMENTS

- Assisted management in successfully negotiated contracts with vendors and third party clients, beside establishing and strengthening rapport with them.
- Introduced and implemented suitable purchase policies and procedures that contributed well to maintain effective business inventory management.
- Assisted in designing and developing a customized and effective Management Information System.
- Helped organization to surpass the designated targets maintaining consistency and high quality output.

PROFESSIONAL QUALIFICATION

- Bachelor in Pharmacy, MDU, Rohtak, HARYANA.
- MBA (Pharmaceutical Marketing), NIMMS, MUMBAI.
- Certified Medical Transcriptionist, Renaissance School Of Medical Transcription, Mohali (Punjab).

PERSONAL INFORMATION

DOB:	September 18, 1977
MARITAL:	Married

PROFESSIONAL DETAILS (From Current Employer)

1. BRIHASPATI INFOTECH PVT LTD, Mohali

DESIGNATION: Technical Content Writer

Responsibilities:

- Writing technical and general blogs and Articles, Keyword descriptions, website content, meta-content, cover stories, Mobile app document writing, banner content writing and promotion etc.
- Blog and web page link promotion through Social Media, Email Marketing.
- Independently coordinating and assisting domestic and overseas clients for their project requirements and queries.

Expertise:

Internet Research, Technical Content Writing, SEO Blog Writing, Content Marketing, Copy-Editing and Proof-Reading, Digital Marketing, Facebook Business, Google Analytics/ Webmaster / Adwards.

2. GOPAL LIFESCIENCES, Panchkula.

DESIGNATION: Manager (Procurement & Purchase)

Responsibilities:

- Conducting research to ascertain the best vendor for pharma raw material, APIs, finished products and machinery suppliers in terms of quality, cost, and delivery schedules.
- Liaising relevant departments of manufacturers, suppliers, production and accounts department to manage inventory and timely delivery of RM and PM.
- Regular auditing of packaging vendors to make sure their standard product quality and maintaining good relationship with them.
- Negotiating price and contract agreement.
- Raising Purchase Orders and Invoices and also manage timely payment processing.
- Keeping records of contract files for future references.
- Evaluating bids and making recommendations based on commercial and technical factors.
- Development and processing of new and old packaging artworks.

Expertise:

Vendor Development, Packaging Development, Rate Negotiation, Quality Inspection, Stock Analysis, Inventory Management.

3. MPPL (A Subsidiary of Ind-Swift Ltd.), Panchkula.

DESIGNATION: Sr. Copywriter, Medical Writer

Responsibilities:

- Initial product briefing having a brainstorming session with the PMT or Marketing team.
- Sharing Ideas/concepts with graphic designers and creative artists for visual-aids, leaflets and other promotional materials.
- Providing medical content from reference books, manuals or research articles.
- Editing and proofreading of promotional materials, campaigns & packaging artworks for final processing.
- Providing creative inputs for Pharma and Healthcare magazines such as Trendz, Pharma Buzz & ADI.

Expertise:

Concept visualization, Copy-writing, Article research, Medical content writing, Editing, and Proof reading.

4. MEDIVISUAL CREATIONS, Pharma Advt. House, Chandigarh.

DESIGNATION: Product Executive

Responsibilities:

- Briefing and Brainstorming session with the pharma product management or marketing team.
- Sharing Ideas/concepts with graphic designers and creative artists for designing of pharma visual-aids and promotional materials.
- Providing reference based medical content for pharma visual-aids and promotional materials.
- Editing and proofreading of pharma promotional materials & packaging artworks for final printing and processing.

Expertise:

Product Briefing, Concept Visualization, Copy-writing, Articles Research, Medical content writing, Proof Reading and Editing.

5. PLETHICO PHARMA LTD, Indore.

DESIGNATION: Sales Officer

Responsibilities:

- Promoting current & new launched products to doctors, stockist and retailers.
- Ensuring availability of products on retail counters.
- Planning & implementing provided sales strategies.
- Regular follow-up with medical practitioners, stockist and retailers to ascertain sale objectives.
- New market research, monitoring and managing competitor's activities.
- Implementing appropriate and best strategies to boost-up products sale and achieving sales targets

Expertise:

Sales promotions, Sales analysis, Market Research, Strategic Approach

TECHNICAL SKILLS

MS-Word/Excel, Power-point, Corel Draw, Adobe Photoshop, MARG.

CERTIFICATION

- Registered Pharmacist, HSPC, Panchkula.
- Certified Medical Transcriptionist.

(VINEET BALI)