

NISHANT RAI

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PROFESSIONAL SUMMARY

Results-oriented professional with **2 years** of experience in medical billing and a strong background in digital marketing. **Proficient in SEO, social media management, email marketing, and content optimization.** Adept at leveraging analytical insights and data-driven strategies to drive successful campaigns and enhance online presence. Passionate about transitioning to digital marketing to apply my expertise in optimizing business outcomes.

SKILLSETS

- **Digital Marketing Skills:** SEO, Google Analytics, Email Marketing, Social Media Marketing, Copywriting, E-commerce Strategy.
- **Tools & Platforms:** SEMrush, Ahrefs, WordPress, HubSpot, MailChimp, Google Ads, etc.
- Strong Analytical Skills, Attention to Detail, Communication, Coordination.

WORK HISTORY

Medical Biller

Indicle Technologies Pvt. Ltd. (Clinicmind), Chennai, India | March 2024

- Resolved denied claims and managed resubmissions, achieving a 20% improvement in claim resolution time.
- Verified patient insurance eligibility, ensuring 100% accuracy in billing and reducing billing errors by 15%.
- Enhanced patient satisfaction by clearly explaining financial responsibilities, resulting in a 10% improvement in patient feedback ratings.
- Managed medical coding and invoicing, processing 100+ claims per week, ensuring timely payment processing and reducing delays by 30%.
- Trained 5 new team members on billing software, improving departmental efficiency and reducing onboarding time by 25%.

Sales Manager

Sparv Strategic Management Pvt. Ltd., Varanasi, UP | Jul 2023 – Feb 2024

- Developed and implemented sales strategies, leading to a 25% increase in revenue within 6 months.
- Strengthened customer relationships by identifying needs and offering tailored services, improving client retention by 15%.
- Managed a sales team of 8 members, providing leadership and guidance that resulted in a 20% increase in team performance.
- Spearheaded a high-impact sales initiative, increasing sales leads by 30% through targeted engagement and networking efforts.

Operational Executive

Cygnus Medicare Pvt. Ltd, Varanasi, UP / Dec 2022 –Jun 2023

- Streamlined hospital processes, reducing supply chain costs by 15% and improving resource allocation across 12 locations.
- Reduced operational redundancies by 10%, significantly improving workflow efficiency and reducing operational downtime.
- Mentored 3 junior staff members, increasing team productivity and ensuring adherence to best practices in operations management.
- Optimized inventory management, achieving a 20% reduction in stockouts and minimizing excess inventory by 12%.
- Negotiated favourable supplier contracts, resulting in a 10% cost saving without compromising quality or delivery times.

Operational Executive

Mascot Software Solution Pvt. Ltd, Varanasi, UP / Aug 2020 – Jun 2022

- Led operational audits, identifying inefficiencies and implementing process improvements that reduced operational costs by 20%.
- Optimized inventory management, reducing stockouts by 15% and minimizing excess inventory by 10%.
- Applied risk management strategies, preventing issues from escalating and improving issue resolution times by 25%.
- Collaborated with cross-functional teams to implement new process optimization strategies, improving operational performance by 15%.
- Streamlined supply chain operations, negotiating with suppliers to reduce costs by 12% and improve delivery times.

EDUCATION

MBA: Information Technology & Financial Management

(Appearing in 2024)

Swami Vivekanand Subharti University | MEERUT, UP

Bachelor of Commerce: Accounting - 2019

Mahatma Gandhi Kashi Vidyapeeth | Varanasi, UP

COURSEWORK

DCA COURSE

STP COMPUTER EDUCATION • 2023

Coursework: Digital Marketing, Data Analytics, Financial Management

CIRTIIFICATION

JAVASCRIPT COURSE

STP COMPUTER EDUCATION • 2024

Internship – Digital Marketing

TechWhoop • Varanasi, UP • January 2024 - March 2024

- *Increased organic traffic by **40%** through targeted **SEO strategies**.*
- *Managed social media profiles, increasing engagement by **30% in 3 months**.*
- *Identified link-building opportunities to boost site authority and rankings.*
- *Performed on-page and off-page optimization to improve website performance.*
- *Conducted SEO keyword research, improving search rankings for primary keywords by **25%**.*

ADDITIONAL INFORMATION

A skilled Digital Marketing Specialist with expertise in SEO, Google Analytics, social media tools, email marketing, and e-commerce. With experience in sales and operations management, excels at optimizing content for visibility, driving conversions, and implementing multi-channel marketing strategies. Strong analytical skills enable impactful marketing campaigns that deliver measurable results.