

# RUDRA TRIVEDI

Old Bridge, NJ

-Email me on Indeed: <http://www.indeed.com/r/RUDRA-TRIVEDI/f0e70b8a6c1c80d2>

An Innovative and Experienced Director with 8+ years of demonstrated history of working in the marketing communication industry, hospital, and healthcare industry. Skilled in Sales, Communication, Management, Leadership, and Strategic Planning. Strong business development professional with a Master of Business Administration – MBA focused on Management Information Systems, General and MS in Human Sciences Business Services.

Willing to relocate: Anywhere

## Work Experience

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### **Director of Operations (Business & Market Development)**

HORIZON HOME CARE SERVICES - New York, NY

August 2018 to Present

- Enhanced the financial performance against monthly expenses revenue budget by improving the overall contribution margin by 8-10% in less than 2 months.
- Excel in overall customer care by working closely with physicians, nursing management, and case managers in addressing patient family needs while being considerate of company's goals.
- Act as liaison with medical director, facility's administrator, and the corporate to effectively coordinate clinical and operational matters. Collaborate with staff at all professional levels to identify areas of improvement.
- Improved the overall contribution margin by gt: 10-15% in less than 6 months by carefully managing the expenses and increasing the caseload.
- Lead business case development and justification to determine the merits and prioritizations of business opportunities. Consistently interfaces with referrals sources to achieve maximum revenue generation for Skilled Nursing home while maintaining quality of care.
- Ability to make presentations to C-level executives, create and implemented comprehensive marketing plans and programs annually and on an as-needed basis for the facility's long and short-term.
- Experienced in handling multiple skilled nursing locations.

### **Business Analyst, Operations**

American Medical - New York, NY

August 2018 to Present

- Evaluating business processes, anticipating requirements, uncovering areas for improvement, and developing and implementing solutions.
- Leading ongoing reviews of business processes and developing optimization strategies.
- Conducting meetings and presentations to share ideas and findings.
- Performing requirements analysis.
- Effectively communicating insights and plans to cross-functional team members and management.

### **Graduate Teaching Assistant**

TEXAS A&M UNIVERSITY - Kingsville, TX

April 2017 to June 2018

- Conducted Problem sessions to review class materials for Business Services.
- Apply departmental processes related to peer advising/mentoring.
- Contribute to the development of appropriate teaching materials to ensure content and methods of delivery meet learning objectives.

### **Managing Director**

GRAPHTEK SYSTEM - GUJARAT, INDIA

July 2014 to November 2016

- Developed a strong point of view on the application of data and technology marketing solutions for clients and influenced growth across all product suites to deliver higher-value relationships with clients.
- Responsible for the creation, optimization, management and tracking of business revenue growth, profitability, staff plan and profit tracking for Technical Services.
- Assist with strengthening existing client relationships by participating in sales meetings and working on proposals.
- Perform financial modeling and work with tax and legal professionals in the structuring of transactions and analyzing contracts and agreements and Consults with customers on changing industry trends/projections/budget planning/etc..

### **Marketing Communication Manager**

M COMMUNICATION SYSTEMS - GUJARAT, INDIA

July 2013 to June 2014

- Created a new format for reporting and presenting the sales, customer engagement and google AdWords reports that shortened meetings by 30%.
- Develop, maintain and managed relationships across regions to ensure the best exchange of ideas and information and, ultimately, help deliver better results for the business.
- Lead the marketing and communication team and help them deliver in a harmonious, innovative and structured way on the strategy agreed by the Director.

### **Marketing Specialist**

RELIANCE INDUSTRIES LTD. - GUJARAT, INDIA

January 2013 to May 2013

- Assisted in creation of press releases and new catalogs
- Assist account executives in promoting products by ensuring the availability of appropriate sales tools, techniques and facilitate timely, effective communication.
- Engage and maintain relations with customers and resolve customer concerns.

## **Education**

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### **MASTER OF BUSINESS ADMINISTRATION in MANAGEMENT INFORMATION SYSTEM**

CAMPBELLSVILLE UNIVERSITY - Campbellsville, KY

May 2019 to July 2020

### **MASTER OF SCIENCE in BUSINESS AND CONSUMER SCIENCE/HUMAN SCIENCE**

TEXAS A&M UNIVERSITY - Kingsville, TX

January 2017 to October 2018

## **BACHELOR OF SCIENCE in PHYSIOTHERAPY**

GUJARAT UNIVERSITY - GUJARAT, IN

August 2011 to April 2015

### Skills

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- Research
- Communication
- CRM
- Problem Solving
- Customer Service and Support
- Leadership
- Sales & Marketing Strategy
- Strategic Planning
- Finance
- Management
- Medicare & Medicaid
- Microsoft Office (Excel, Word, PowerPoint)
- Business Development
- Budgeting
- Salesforce
- Search Engine Optimization (SEO)
- Email Marketing
- Google Ads
- SQL
- Search engines
- Product management
- Supply chain
- Sales
- Social media management
- Healthcare
- Microsoft Office
- Communication skills
- Marketing
- Microsoft Excel
- Account management
- Time management
- B2B
- Time management
- Organizational management

- English
- Healthcare management
- Operations management
- Profit & loss
- Accounting
- Financial management

## Certifications and Licenses

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### **Scaling Operations: Linking Strategy and Execution- Northwestern University**

September 2022 to Present

Linking strategy and execution is a course dedicated to making strategic decisions that are grounded in operational reality.

Together, we will study how to build and evaluate the "operating system" of the firm to maximize value. This involves tailoring the firm's operational competencies, assets, and processes to a specific business strategy.

### **Supply Chain Management- Rutgers the State University of New Jersey**

August 2022 to Present