

SENTHIL MURUGAN

Director, Promotion
Optimization

CONTACT

908-887-3719

senthilmurugan@yahoo.com

110 Galway Circle, Chalfont, PA 18914

SKILLS

Manage team of 6 employees, 10+ consultants,
and multiple interns

Collaborate with multiple vendors and
internal teams and countries

Promotion Response Analysis, Promotion
Investment Strategy and Optimization,
Decision sciences, HCP & Consumer digital
marketing, Omnichannel Strategy, Marketing
Mix, Next Best Engagement, Channel &
Content Strategy, Pilots, Strategic Initiatives

HCP Targeting, Segmentation, Call Plans,
Sales Force sizing, Market Research

Therapeutic areas: Oncology, Vaccines,
Chronic Care, Hospital & Specialty products

Various HCP and Patient level Data (Rx, Dx,
Mx), promotions data and corresponding
commercial analysis.

Worked with all Top 20 & multiple mid-level
Pharmaceutical Commercial and Marketing
teams.

Worked with multiple countries' commercial
teams within Merck.

SUMMARY

A passionate digital designer with over 10 years experience
in online content, design and development. Known for my
hardworking ethic and exceptional people skills.

WORK EXPERIENCE

WEB DESIGNER

Really Great Company

2020 - Present

- Website design and development
- Delivered 20 websites from concept to completion
- Developed visual style guide

WEB DEVELOPER

Really Great Company

2014 - 2016

- Database administration and IT management
- Website back ups and server migration
- Front end and back end development

CONTENT MANAGER

Really Great Company

2010 - 2016

- Content writing and editing
- Developed and maintained editorial content plan
- Created and trained staff on editorial style guide

EDUCATION

MS - Data Mining

Central Connecticut State University
2012. Top in the program. Graduate
Academic Award.

MS - Machine Dynamics

Indian Institute of Technology (IIT)
Madras, India. 1997. Top 4% in the
country.

BE - Mechanical Engineering

Madurai kamaraj Univ. India 1995. Top 5%
of class.

RELEVANT PUBLICATIONS

Measuring Responsiveness of Multichannel
Marketing Programs - PMSA 2008

Uncovering physicians' adoption patterns of
newly launched products - PMSA 2007

Effects of Medicare Part-D & identifying high-
potential physician targets - PBIRG 2006

New method to identify targets during the early
phases of product launch - PMSA 2005

Robust framework for various types of
promotional resource optimizations using
evolutionary algorithms - PMSA 2005

SUMMARY

A passionate digital designer with over 10 years experience
in online content, design and development. Known for my
hardworking ethic and exceptional people skills.

WORK EXPERIENCE

WEB DESIGNER

Really Great Company

2020 - Present

- Website design and development
- Delivered 20 websites from concept to completion
- Developed visual style guide

WEB DEVELOPER

Really Great Company

2014 - 2016

- Database administration and IT management
- Website back ups and server migration
- Front end and back end development

CONTENT MANAGER

Really Great Company

2010 - 2016

- Content writing and editing
- Developed and maintained editorial content plan
- Created and trained staff on editorial style guide

