Naveen Balakrishnan

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Linkedin / Facebook: **Naveen Balakrishnan**

**Objective**

To be a part of an organization in a position where I can make strategic decisions and contribute towards its success. With sound experience gained on marketing communications, content development and media relations, I firmly believe that my experience can be transformed into an enterprise asset of the organization.

**Professional Abstract**

\* Over 12 years of experience in Marketing and Public relations competency.

\* Carrying an international work experience, having worked in Dubai and Malaysia.

\* PGDM (MBA) in Marketing & Information Technology from Institute of Finance and International Management (IFIM Business School)

**\*** Experienced in Copy writing, content writing, digital/content marketing, international business, and business development and media relations for various companies.

\* Delivered market research projects for Gartner, IDC, Frost & Sullivan across various industries like Telecom, IT, Health care and automobile processes.

**Employment Details**

**Bangalore Baptist Hospital, Bangalore as Communications Manager**

**Domain:** Healthcare **Duration:** Oct’13 – Till Date

**Responsibilities:**

* Coordination, negotiation with Advertising or Media Agencies.
* Update hospital website using content management software, blogs, newsletters, site maintenance, campaign management and other marketing written communication formats.
* Implementation of healthcare-related activities as per WHO Calendar and hospital requirements
* Create monthly Report on media releases, training programs, events undertaken and camp initiatives.
* Perform trend analysis for focus areas and improvement opportunities; there by provide this feedback to Hospital management.

**Better Communications Pvt. Ltd., Bangalore as Copy Writer**

**Domain:** Advertising **Duration:** Oct’12 – April’13

**Responsibilities:**

* Develop, write and maintain content /copy for product Ads, Blogs, e-mailers, newsletters, campaigns and other marketing written communication formats
* Raise the level of analytical and communication skills of team.
* Good team player capable of liaison with brand communications, design and production team.
* Ensure that SLAs are met on a consistent basis by keeping the process updated with clear, crisp information.
* Training new subordinates and shouldering the responsibility for his/her deliverables.

**Synova Innovative Technologies Pvt. Ltd., Bangalore as Content Management Specialist**

**Domain:** IT consulting services **Duration:** Oct’11 – July’12

**Responsibilities:**

* Develop, write and maintain content for websites, Blogs, e-mailers, newsletters (division **Kovida IS & Vattikuti Foundation)** RFPs, campaigns and other marketing written communication formats
* Raise the level of analytical and communication skills of team.
* Good team player capable of liaison with design and production team.
* Ensure that SLAs are met on a consistent basis by keeping the process updated with clear, crisp information.

**Sagar Hospitals, Bangalore as Advertising & Media Consultant (Formerly Manager Advertising and Media Relations)**

**Domain:** Healthcare **Duration:** Mar’ 2010-Dec’10 As **Consultant:** Jan’11-Sept’11

**Responsibilities:**

* Coordination, negotiation with Advertising or Media Agencies.
* Update hospital website using content management software JOOMLA, blogs, newsletters, site maintenance, campaign management and other marketing written communication formats.
* Implementation of healthcare-related activities as per WHO Calendar and hospital requirements.
* Initiated and implemented 2010- “The Year of Good Health” campaign.
* Create monthly Report on media releases, training programs, events undertaken and camp initiatives.
* Perform trend analysis for focus areas and improvement opportunities; there by provide this feedback to Hospital management.

**The Other Side, Bangalore as Copy Writer –cum-Visualiser**

**Domain:** Advertising **Duration:** Sep ’09 – March’10

**Responsibilities:**

* Develop, write and maintain content /copy for websites, product Ads, Blogs, e-mailers, newsletters, RFPs, campaigns and other marketing written communication formats.
* Raise the level of analytical and communication skills of team. Good team player capable of liaison with client servicing, design and production team.
* Lead a team of 2 copy writers. Training new subordinates and shouldering the responsibility for his/her deliverables.

**NeilMed Devices Pvt. Ltd., Bangalore as Copy Editor**

**Domain:** Pharmaceutical **Duration:** Oct ’08 – July’09

**Responsibilities:**

* Develop, write and maintain content for website, product Ads, blogs, campaign management and e-mailers also assisted Quality Assurance & regulatory affairs (QA & RA) department.
* Conduct PR activities and coordinate with media personnel. (Radio and Print)

**Designlabz.com India, Bangalore as Content Writer**

**Domain:** Web Solutions **Duration:** Oct’05 – Aug’08

**Responsibilities:**

* Develop write and maintain content for websites, newsletters, ads, e-mailers, blogs and RFPs.
* Handle a team of designers, programmers and client relations personnel.
* Undertook MR studies i.e. SEO, web analysis ... etc.
* Preparation of Training, Case Studies and R&D manuals. Developed user guide and help manual for HRD software.

**WNS (Formerly AVIVA247) Bangalore as Customer Service Associate**

**Domain:** Insurance **Duration:** Feb’04 – July’05

**Responsibilities:**

* Primarily responsible to ensure resolution of all calls with minimum rejections.
* Providing customer service (Inbound) on having complete and updated product knowledge i.e. solving queries on transactions, relating to insurance policies, their payments, renewals and cross – sales. Stand-in floor support for Customer Service and Sales department.
* Outstanding performer for month of January i.e. Sales and Renewals

**Market Mindset Consulting, Bangalore as Senior Market Research Associate**

**Domain:** Market Research **Duration:** June’01 – Feb’04

**Responsibilities:**

* Lead a team of 5 market survey executives in data collection.
* Involved in data verification, classification and entry for analysis. Involved in qualitative and quantitative research studies. Preparation of weekly reports and conducting corporate presentations.
* Appreciated for record number of in-depth corporate interviews conducted in a single working day.

On-Site assignments: **ITC Filtrona Ltd., IDC India, Frost & Sullivan India, Gartner India, Cityinfo Services Pvt. Ltd., Kapnovate Technologies Pvt. Ltd., Koshys Group in Bangalore, Vasco Global, Dubai and SMR HRT, Kuala Lumpur, Malaysia**

**Academia**

2001 PGDM IFIM Business School, Bangalore First Class

1999 BBM Dr.Ambedkar Institute of Management Studies, Bangalore Second Class

**Skills Set**

Internet Skills Google Docs, MS OFFICE, Open Office, SPSS, Joomla, Lotus Notes, Acrobat Prof6.0

Operating Systems Google Chrome, Windows 7/Vista/XP/2K/98, Android, MAC OS

**Personal Vitae**

Address: #81- 2/6, SHMS, 3rd Main Hanumanthappa layout, Sultanpalya, R.T Nagar Post Bangalore 560 032, Karnataka, India

Date of Birth: 6th May 1978 Marital Status: Married

Languages Known: English, Malayalam, Hindi, Urdu, Kannada, Arabic, Tagalog and Malay

Passport #: J-8455687 Visa: US B1/B2 valid till 2018

NSR Registration Number (ITPIN): 831067250927

CPR (BLS) Certified: 24th May 2011

**Place: Bangalore Naveen Balakrishnan**

**Date:**