

Dr Siddhi Rane

Brand & Marketing

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Experienced in planning marketing strategies and advertising development over an 8-year career. Proficient in growing categories, managing multiple geographies and tracking results to optimize campaigns. Creative, forward-thinking and profit minded. Expertise in planning & execution of marketing activities for hospitals including digital & offline media, PR, referral management and other channels. Successful at implementing training for employees at various levels on digital transformations. Good communicator, planner and conflict manager with understanding of training needs for each department.



Work History

2017-06 –

City Lead

Current

Fortis Healthcare, Mumbai, Maharashtra

Branding & Marketing

- Responsible for the Brand, Marketing & Digital Communications strategy of the zone. Work closely with the hospital heads in developing new products, service lines and their 'Go to Market' strategies.
- Marketing Automation and Content Marketing to map the consumer's lifecycle across various touchpoints for better consumer engagement.
- Augmenting positive sentiment, online reputation management and brand advocacy
- Planning and implementing the advertising and communication across channels for 4 hospitals along with a team of three executives
- Driving Creative Agencies – internal as well as external, for design and development of content for all promotional materials like advertisements, brochures, patient information literature and with media agency for media release
- Creating and implementing the internal branding at all units
- Supporting the unit teams on BTL activity implementation- Outreach OPDs, health camps
- Organ Donation- Complete custodian for organ donation awareness events like mall activities, walkathon, college fests

Technology Transformation:

- Validate various platforms available for online consultations and suggest the best suited for the business requirements
- Train the respective staff and doctors across hospitals on usage of the application for virtual consult and webinars, support for daily operations
- Zonal SPOC for implementation of digital transformations in hospital operations such as appointment booking system, mobile app and queue management
- Training the unit teams for using these newer platforms and handling the daily operations

Digital Marketing

- Website Management
- Strategized and executed Digital Brand marketing plan across PR, Social, Direct and inbound marketing channels through comprehensive market analysis
- Assist in designing and implementing digital campaigns for lead generation and promotions
- Managing the Social Media Calendar and ensuring increase in Facebook engagement
- Devising and managing campaigns to increase website traffic

Content Management

- Knowledgeable in online content design, project coordination and medical content
- Using best practices of writing, grammar and style as per the requirement
- Manage varied writing projects- press releases, patient information literature, product information brochures, website articles, blogs.

2016-04 -
2017-06

Regional Manager

Cloudnine Group Of Hospitals, MUMBAI, Maharashtra

Branding and Marketing

- Internal Branding for all the existing and upcoming units of Cloudnine in West Region- Mumbai & Pune
- Extensive Quality Check and Auditing of the facility for branding
- Communicating the centre specific requirements to the corporate branding team
- Designing and implementing campaigns at unit level
- Planning and driving the launch of new facilities with complete internal and external branding
- Focused Direct to Consumer activities within the catchment area on 0 to 5 km
- Developing and implementing events like Pregnancy carnival for lead generation

Sales & Referral Marketing

- Complete planning and implementation of CMEs for various specialties
- Assisting the referral team with collaterals for communicating about the brand to the peer community

Content Writing

Developing and writing content for various collaterals, patient information leaflet and media articles

2014-01 -
2016-03

Assistant Manager

Manipal Health Enterprises Pvt Ltd - Manipal Ankur, Bangalore , Karnataka

Launch and GTM strategy

- Projects:

Conceptualized and executed the launch of 5 new units (pan India)

Designed and executed Post acquisition transition in Re-branding and Re-positioning (Mangalore / Jaipur / Bangalore)

- Products:

Planned and executed GTM market strategy for products (Men's Clinic, sexual counseling etc) involving positioning, requirement building and pull strategy

Branding and Positioning

- Understanding USP and positioning Manipal Ankur as pioneers/ market leaders in providing comprehensive solution
- Communicate (Multilayered marketing): Planned and executed a 18 month concept communicating and building awareness via various mediums
- Improving the business driven from brand versus the business driven from referral from 20% to 60%

Digital:

- Established a digital plan across static digital media like website / mobile, social digital media like Facebook, twitter and LinkedIn , push digital media and sales support engine on digital media with a complete design and content revamp of the website
- Increase the website engagement from 1000 in 2014 to 20000 as on date with a expected year exit of 50000 visitors in March 2015
- Customer acquisition
Devising and running campaigns for customer acquisition like preventive packages, second opinion, Generic keywords, competitor keywords, product specific campaigns like IVF, Erectile dysfunction and Sexual medicine
Having presence on aggregator sites like Practo and Medikoe for better visibility and hence footfalls
Location specific SEO with 13 new microsites within a year
Investing in newer mediums like content marketing using Taboola & Outbrain
- Customer engagement
Achieving Customer engagement by building platforms like sales support (Call desk) which gives a monthly revenue of Rs 30 lacs , various fields on the website for easy capturing of leads
- Customer re-engagement
Building campaigns for customer re-engagement done in offline synced with sms and emailer campaigns

2012-05 -
2013-12

Senior Executive - Marketing

Manipal Health Enterprises Pvt Ltd - KMC, Mangalore, Karnataka

- Increase the business of the hospital through tie ups from external laboratory, corporate empanelment & TPA (Insurance).
- Increasing the health check footfalls & operationally supervising the department.
- Responsible for the marketing campaigns for product strategy implementation.
- Involved in planning the yearly marketing activities and department wise budget based on the revenue plan of the hospital.
- Manage internal & external branding for the hospital



Education

2010-06 - **MBA: Hospital Administration**
2012-04 Tata Institute Of Social Sciences - Mumbai

2015-01 - **Professional Diploma: Digital Marketing**
2015-01 Digital Marketing Institute

2003-06 - **BAMS: Ayurvedic Medicine**
2007-05 MUHS - Nashik