

Parth Shah

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EDUCATION:

SIES College of Management Studies

06/2014 – 07/2016

Post-Graduation Diploma in Biotechnology Management, Marketing, Overall Percentage: 64.77%

- Successfully completed 3 months Summer Internship project from Emergent Medi-Tech Pvt. (I) Ltd on Integrated selling of medical devices, instruments and healthcare services.
- Successfully completed 2 market based projects to study the prescription behaviour of general practitioners as well as market trends in Diclofenac & Etoricoxib and to understand various dynamics in the market and carry out brand prescription audit
- Committee member of the Virtualities 2016
- Committee head in organizing 'Convocation Ceremony' for the year 2014

ICLE's M.J. College, Navi Mumbai

Bachelors of Technology in Biotechnology, Overall Percentage: 59.4%

- Successfully completed 1 week training in Gokul Dairy, Vashi on Quality Control and Quality Analysis
- Member of ICLE's M.J. College Cricket team

PROFESSIONAL EXPERIENCE: 5 years 4 months

Cloudnine Hospitals, Vashi

08/2019 - Till date

Assistant Manager - Marketing & Branding

- Partnering closely with Doctors, Business Head to plan, develop and execute online marketing & distribution strategies for campaigns across diverse digital channels to achieve key business objectives.
- Managing digital marketing strategies for all Specialty from planning to execution to analysis.
- My responsibilities included managing end to end Print & Digital projects for corporates.
- I am responsible for managing a significant number of initiatives/projects and tasks with highest degree of quality, thereby exhibiting marketing management and quality assurance skills.
- My role involves working with HO team (Marketing & Branding) to proactively review progress of marketing projects and performance reporting.
- Onboarding new processes like marketing automation, smart links, dynamic mailers, personalized IVRs, campaign calendars, newsletter creation etc. to existing channels.
- Building capabilities of marketing teams in digital marketing
- Responsible for vendor management including new vendor registration, coordinating with different vendors for different channels for planning, strategizing, and execution on campaigns on monthly basis.
- Wellness activities (Health Check camps, Health Talks, Specialties camps) in the corporates to create awareness of the hospital
- Coordinating with TPA and Insurance companies regarding Tie up process and tariff finalisation.

Marketing Executive

- Conceptualization, Planning & Implementation of Marketing /Branding & Sales promotional campaigns for hospital.
- Responsible for creation to execution of all digital assets like newsletters, banners, videos, flyers with the help of Ad agency.
- Specialty wise Marketing Plan and its implementation
- Responsible for implementing strategies to increase business volumes.
- Prepare business reports, review meeting presentations on regular basis.

Apollo Hospitals, Navi Mumbai

06/2016 - 04/2018

Marketing Executive

- Responsible for marketing function of Apollo Hospitals, Navi Mumbai.
- Health Awareness campaigns & Health Talk - To increase the visibility in the community conducted the screening camp and health talk in the nearby Societies.
- Tie up with associations and societies to create walk in business
- Arranging different Healthcare activities such as Marathons, sports day in school, Blood donation drive etc.

ACHIEVEMENTS:

- Promoted as an Assistant Manager from Executive within a span of 2.7 years for showing true commitment and consistently achieving monthly targets.
- Organize Independently many Marathons such as Pinakthon, IDBI Marathon, Navi Mumbai Half Marathon, Devil Circuit etc.
- Named amongst the top performers in Apollo Hospitals, Navi Mumbai for achieving sales targets in DTC team
- Lead a Cricket team in Dr L H Hiranandani Hospital, Powai during Annual Sports Day Event

Personal Details

Date of Birth : 14-01-1993

Place of Birth : Mumbai

Gender : Male

Marital Status : Married

Languages Known : English, Hindi, and Marathi& Gujarati

Permanent Address : Arihant Nivas, Sector -16A, Row House - 100, Nerul, Navi Mumbai - 400706