

RESUME

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CAREER OBJECTIVE

Seeking a responsible position in an organization where I can utilize my knowledge, activity, and skills to deliver promising work to help the organization meet and surpass its goals.

PROFESSIONAL SYNOPSIS

- Total experience of 1.5 years in Brand Management
- Exposure to all aspects of sales and marketing in various therapy areas, brand plan development and execution, strategy and tactical planning
- Developed “FRICTION” Campaign & “50 Steps for a Healthier Life” for Brand- Nebicard
- Successfully handled brands: Nebicard (150+ Cr Torrent) & Plasmaglob (32 Cr PlasmaGen BioSciences)

PROFESSIONAL EXPOSURE

Product Executive: Torrent

Pharmaceuticals Ltd. Feb 2022 to Present

- Brand Launch Plan: Designing pre-launch promotional plans to gain market share.
- Designing a Brand plan, strategy and tactical plans for Mega Brand- Nebicard
- Monthly analysis of Primary, Secondary, AWACS & SMSRC data
- Interdepartmental coordination like Medical, Market Research, Procurement, Studio, Administration & dispatch for smooth transition
- Assisting seniors in divisional as well as corporate level work
- Coordination with Field Force for sales, execution of campaigns, feedback, etc
- Worked on Digital promotional tools like Webinars, Virtual CMEs

**Product Executive | PlasmaGen BioSciences
Pvt. Ltd. June 2021 to Jan-2022**

- Tracking region-wise sales/Marketing MIS/Tracking competitors activities pan India.
- Launching of internal & external marketing campaigns aimed to increase customer base Responsible for increase in market share by expanding into untapped segment like Gastro & Hematology apart from Neurology & Pediatrics.
- Formulation & execution of marketing plan (multiple brands).
- Monitoring and analyzing sales force activities.

PROFESSIONAL COMPETENCIES

- Brand Planning
- Segmentation & Targeting
- Patient Support Program
- KOL Management

CERTIFICATIONS

- Product and Brand Management” from IE School of Business, Madrid (Coursera)
- Building Customer Loyalty (Coursera)
- Marketing Fundamentals (Coursera)

ACADEMIC

Degree	Board	Institution/Location	Year	%
Executive program	Online Degree (Product & Brand Management)	IIM- Rohtak	2022	(Pursuing)
MBA (Pharma)	IIHMR, Jaipur	IIHMR, Jaipur	2021	70
B.Pharmacy	Siksha O Anusandhan University, Bhubaneswar	Siksha O Anusandhan University, Bhubaneswar	2019	91
HSc (PCB)	CBSE	Sunbeam School, Varanasi	2015	70
SSc	CBSE	St. Xaviers High School, Deoghar	2013	95