

# AVILASH BANERJEE

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## Marketing head

Experienced Marketing Manager with a demonstrated history of working in the medical practice industry. Strong marketing professional skilled in Pharmaceuticals, Hospital Sales, Pharmacovigilance, Biotechnology, and Life Sciences. Additional expertise in Digital marketing. 2 times awarded for marketing excellence.

### WORK EXPERIENCE

**Palsons Derma Pvt Ltd** • Kolkata, West Bengal, India • 04/2019 – Present

#### Head Of Marketing

- Best Digital Engagement initiative Award by Pronto

#### Marketing Manager

- Silver Award winner from AWACS

**PALSONS DERMA PVT. LTD.** • 11/2009 – 03/2019

#### PRODUCT MANAGER

- Gold Award Winner for marketing excellence by AWACS

**GlaxoSmithKline** • 07/2007 – 07/2008

#### MEDICAL REPRESENTATIVE

### EDUCATION

#### Poster graduate in Digital Marketing

MICA | The School of Ideas • GPA: A • 04/2021 – 11/2021

Post graduation – Digital Marketing

#### Masters in clinical research & Data management in Clinical research

Pune University • GPA: A+ • 04/2010 – 04/2011

Completed masters in clinical research & data management, Pune university, Bangalore campus

#### PGDBA in Marketing

Symbiosis • Pune • GPA: A • 04/2008 – 04/2010

#### B.PHARM in PHARMA

West Bengal University of Technology, Kolkata • GPA: A • 01/2004 – 01/2007

## SKILLS

Amazon Marketing, ATL, Biotechnology, Brand Development, Brand funnel, Branding, Brand Management, Brand Strategy, BTL, Corporate Branding, Data Analysis, Data Management, Digital Marketing, FMCG & OTC product marketing, Hospital Sales, Lifesciences, Microsoft PowerPoint, Performance marketing, Pharmaceutical Industry, Pharmaceutical Sales, Pharmaceuticals, Pharmacovigilance, Product Management, Regulatory Affairs, Sales Effectiveness, Sales Operations, SEO, Social media marketing, Team Management