

Arunima Jana



PGDM- Doon Business School | B. Tech- Bio medical Engineering
Overall 2+ years of experience in Marketing and Business Development

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Present : Greater Noida, Sector – 2, UP, India
Permanent : Kolkata, WB, India

Doon Business School

JIS College of Engineering

Social Network   

Profile Summary

- PGDM in Marketing and B Tech in Biomedical Engineering(Full Time) with 2+ years of work experience in Education and Healthcare Industry.
- Proven success in running email marketing campaigns and implementing marketing strategies that have elevated the quality leads by 30%
- Proficient in Email marketing, B2B sales, Lead Nurturing, CRM writing reports and documentation writing reports and documentation
- Self-driven, effective communicator, target oriented, critical thinker, Skilled, creative and innovative

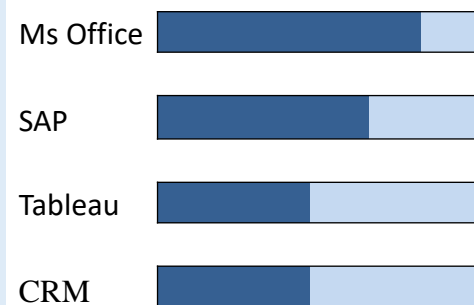
Objective

An organized and creative professional with proven marketing skills and a desire to learn more. Gained expertise in Data analysis, Email Marketing, Publication marketing & Business Development. Currently looking for a position in Marketing with a progressive organization to utilize my experience and skill set while making a significant contribution to the success of the organization.

Skills & Competencies

- Email Marketing
- Corporate Sales
- Market research
- Effective communication
- CRM
- Data integration
- Product Promotion
- Strong Presentation skills
- MIS & Documentation

Software Proficiency



Languages Known

- English ✓ Business fluent
- Hindi ✓ Proficient
- Bengali ✓ Native
- French ✓ Intermediate



Work Experience



Assistant Manager Marketing Datamet India Pvt Ltd

August 2018 - Present

Role & Responsibilities :

- Responsible for various activities related to Marketing and Business Development
- Responsible for Lead generation, Data integration and Client Nurturing
- Handles customer relationship management to ensure impeccable customer relation
- Responsible for handling a cluster of 100+ global clients
- Actively involved in formulating new marketing strategies for promoting company's products including relevant viral marketing tools.
- Responsible for representing organization to the target audience through various available channels.
- Responsible for designing and specifically monitoring the various types of business activities to generate new business opportunity using various operational tools.
- Actively involved in the promotional activities and campaign management (participated in the book fairs)
- Responsible for Publication marketing
- Responsible for revenue generation, sales and Financial report preparation
- Presentation preparation and giving product demonstration to our prospective customers and new clients.
- Look after cluster of 50+ socio economic sites effectively and been associated with technical team by developing right content and information for the site



Assistant Manager Marketing Medhub

March 2018 – August 2018

Role & Responsibilities :

- Responsible for Market Segmentation, opportunity analysis, and competitive analysis of the portfolio.
- Actively involved in field marketing programs such as CMEs, promotional activities and patient connect activities.
- Actively involved in formulating new marketing strategies for promoting company's products including relevant viral marketing tools.
- Responsible for Conducting frequent primary and secondary market research to understand the buying behaviour of the consumers.
- Responsible for giving product demonstration to the hospital staffs and Doctors.
- Leads generation, Data integration and presentation preparation
- Attended relevant exhibitions, conferences and meetings
- Resolved customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management
- Analysed the effectiveness of the strategies and rectified the variances
- Produced valuable and engaging content for sales team
- Provided hands on support through field working with sales team
- Observed and trap the competitor prices, campaigns, new product launch
- Developed successful marketing campaigns and own their implementation and execution



Industrial Training/Internship



Management Trainee Godrej Properties Ltd

August 2017 – October 2017

Roles & Responsibilities :

- Worked on SAP, SFDC and Sales force software
- Updated TDS, Payments
- Actively involved in reconciliation statement preparation
- Involved in Planning and delivering CRM strategies across the company encouraging customer retention and customer loyalty
- Engaged in overseeing direct communications with customers through the CRM.
- Identified new channels to drive existing customer engagement
- Handled cancellation issues
- Cold calling



Biomedical Engineering Intern Philips India Ltd

January 2015 – March 2015

Roles & Responsibilities :

- Installations of medical equipment's in the major hospitals of Kolkata
- Identification of technical specification of the machines and resolving the technical issues of the machine
- Assistance for inspection of the specifications and quantities of the materials
- Evaluated the safety, efficiency, and effectiveness of biomedical equipment
- Provided equipment operation demonstrations to the healthcare staff



Biomedical Engineering Intern Calcutta Medical Research Institute (CMRI)

December 2014 – January 2015

Roles & Responsibilities :

- Worked on RF amplifier, Dc power supplies
- Provided technical support for medical equipment's in hospital
- Install, adjust, maintain, and repair biomedical equipment
- Diagnosed and interpreted bioelectric data, using signal processing techniques
- Prepared biomedical reports by collecting, analysing, and summarizing information and trends
- Actively involved in Designing and implementing modifications to equipment



Professional Qualification



Doon Business School(PGDM)

Marketing & Hr (Dual)

July 2016 – April 2018

Grade : 75%

Course Description & Learning :

This PGDM program provided a well round up synergy of communication and marketing skills aligned to the specific needs of the industry

- Product & brand management
- Marketing research & consumer buyer behavior
- Marketing strategy & social media marketing
- Project Management & Global Marketing Techniques

This program transform me into a competent Marketing professional, capable of working in any sector, and achieving excellence performance while contributing to the organization success

Activities :

- Researched on “**Mobile Marketing- USP strategies**” - Electronic marketing associated with Buying and selling goods, services, information, ideas via the internet.
- Summer project done on “**Brand Promotion Strategy Of Company**”
- Received **Strategic Management** Certification
- Workshop on Social Security Provision & Group Dynamics, Strategic Management and Social Media Marketing



JIS College Of Engineering (B. Tech)

Biomedical Engineering

July 2012 – June 2016

Grade : 8.22 (DGPA)

Course Description & Learning :

This course helped me to understand the study of engineering laws and techniques that are applied in the medical field

- Hospital safety and management & Diagnostics and Therapeutic Equipment
- Medical Instrumentation & Biomedical Signal Processing

This program helped me to develop the Problem-solving skills, conceptual skills, analytical & technical skills as a biomedical engineer while contributing to the welfare of society

Project :

- Project on “**Development of Apnea monitoring system with respiratory rate measuring facility**”



Academic Qualification

Tapati Balika Vidyabithi (10+2)



2012

Grade : 66.2%

Subjects : Mathematics, Physics, Chemistry, Biology, Bengali, English, Environment Science.

Madhyamgram Girls High School (10th)



2010

Grade : 64%

Subjects : Mathematics, Physical Science, Life Science, Geography, History, Bengali, English.