

Ayush Raj

WORK-EXPERIENCE			December onwards	
ORGANISATION	Medanta Hospital	Designation Marketing Executive (Marketing Dept.)		
Roles and Responsibilities	<ul style="list-style-type: none">● Strategic Marketing Planning: Developing and implementing marketing strategies to promote hospital services, attract patients, and build the hospital's brand.● Market Research: Conducting market research to understand patient demographics, preferences, and competitor activities.● Campaign Management: Planning and executing marketing campaigns across various channels such as social media, print, radio, and digital platforms.● Patient Engagement: Developing programs to enhance patient engagement and satisfaction, including newsletters, health education materials, and community outreach.● Physician Relations: Facilitating relationships between the hospital and referring physicians to promote referrals and enhance patient care coordination.● Event Coordination: Organizing health fairs, seminars, and community events to raise awareness about hospital services and health topics.● Compliance: Ensuring all marketing activities comply with healthcare regulations and ethical standards.● Internal Communication: Collaborating with hospital departments to gather information and insights for marketing purposes.● Crisis Communication: Assisting in managing public relations during crises or emergencies.			
INTERNSHIPS				
ORGANISATION	AMUL (FMCG)	Designation Assistant Executive (Sales & Marketing)	June'22 - Jul'22	
Roles & Responsibilities	<ul style="list-style-type: none">● Handling distributors and dealers and their claims.● Monitoring and controlling company ISR and company brand prmoters.			
Project Title	<ul style="list-style-type: none">● To study the overall distribution of Amul Products in patna.			
EDUCATION				
MBA	L.N Mishra Institute of Economic Development and social change.		70%	2023
BBM	A.N. College Patna		59%	2020
I.Com	A.N. College Patna		50%	2017
10 th	St. John's Residential Public School Patna		7.6 CGPA	2015
POSITIONS OF RESPONSIBILITY				
Placement Coordinator	<ul style="list-style-type: none">● Placement Coordinate with company and students			21-23
OTHER INTERESTS				
Hobbies	<ul style="list-style-type: none">● Playing Cricket	<ul style="list-style-type: none">● Reading Novel	<ul style="list-style-type: none">● Travelling	

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