

Reshma Ramachandran NAIR

Marketing Executive | Human Resource Manager

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👤 **Sex:** Female | **Nationality:** Indian



👤 PROFILE

I am a postgraduate in business administration with a year of experience working as a marketing executive at the Apollo Indraprastha Hospital, New Delhi. I have expertise in human resource management, marketing, commerce and computer applications. I aim to secure a suitable work position, where I can work both independently and as a member of a team, utilising the leadership, organisational, communication and managerial skills I have acquired during my work and studies for the mutual benefit of the organisation and myself.

📖 EDUCATION AND SKILLS

Postgraduate Degree: MBA | HR Management, Mahatma Gandhi University, Kerala, India.

Undergraduate Degree: B. Com | Computer Applications, Mahatma Gandhi University, Kerala, India.

Operating systems WINDOWS

Specialisation Human Resources, Sales and Marketing

Software & tools CRM-Microsoft, Med mantra, Salesforce, Tally

Office Tools MS PowerPoint, MS Excel, Outlook

Languages English, Malayalam, Hindi

Strengths Adaptability, Collaborative, Willing to learn new tools

📁 PROFESSIONAL EXPERIENCE

April 2020 | **Executive in Marketing | Department of Marketing and Strategic Business, INDRAPRASTHA APOLLO HOSPITALS, New Delhi, India.**

- April 2019
- > Handling the medical queries of healthcare facilitators
 - > Coordinating with the Patient Service Team to schedule the appointments and After Arrival Services.
 - > Coordinating with the finance team to prepare the estimate.
 - > Develop an overall branding position for the organisation.
 - > Overseeing the advertising and promotion activities.
 - > Directs and oversees web development including design and maintenance.
 - > Launch Continuing Medical Education and events for public awareness about the company's policy.

August 2016 | **Project Intern, MIDAS POLYMER COMPOUNDS (P) LIMITED, Kottayam, Kerala**

- > **Supervisor:** Priya Elsa Philip, Assistant Professor, Mount Zion Engineering College, Kerala.
- > Identification of the recruitment procedures of the organisation and study its effectiveness.
- > Study sources and strategies of the recruitment process.
- > Observation of the selection of candidates and identify the probable areas of improvement.

“ REFERENCES

Neha Arora Tyagi

Manager

Indraprastha Apollo Hospital

New Delhi, India

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Mansi Rajpoot

General Manager

Indraprastha Apollo Hospital

New Delhi, India

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