



# ASHWIN AP

## PROFILE

Business Development Senior Executive with total 8 years of Experience, out of that 6.5 years of Healthcare marketing experience at Aster DM HealthCare. In-depth Knowledge of healthcare marketing at all levels. Demonstrated proficiency in Referral Marketing, Branding, Community outreach and Budgeting.

## CONTACT

PHONE: 8089933086

LINKEDIN:

<https://www.linkedin.com/in/aswin-ap-2b3b9b106/>

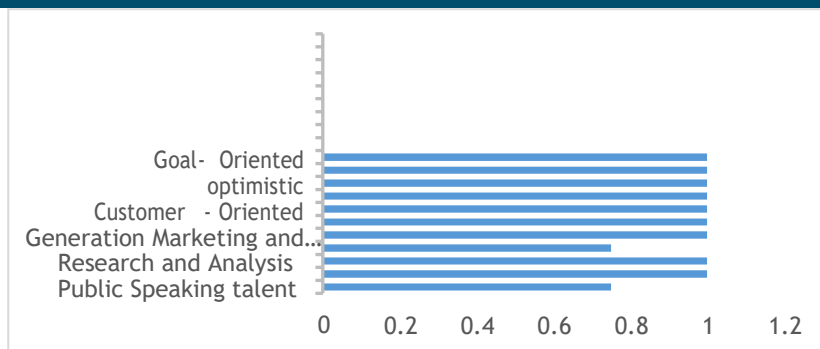
EMAIL:

[ashwinnarayan88@gmail.com](mailto:ashwinnarayan88@gmail.com)

## LANGUAGE SKILL

- English
- Malayalam
- Tamil
- Hindi

## SKILLS



## WORK EXPERIENCE

### SENIOR EXECUTIVE - BUSINESS DEVELOPMENT

DM WIMS & ASTER WAYANAD SPECIALTY HOSPITAL MEPPADI, WAYANAD, KERALA.

May 1<sup>st</sup> 2016– 14<sup>th</sup> Oct 2022

- Promoted twice over a span of 7 years and given independent charge on various assignments.
- Achieved budgeted numbers and helped in maintaining the cash flow for the company.
- Created and maintained relationship with doctors to enhance referral footfalls.
- Increased the brand visibility through periodical press and media coverage.
- Represented the institution's brand at various fairs, professional meets and conferences.
- Established tie ups with corporates viz, Nestle, Kudumbasree Mission and other hospitals.
- Liaised with IMA and its subsidiary professional bodies to increase the brand equity.
- Promoted clinical services to Referral Doctors, Small and Medium Nursing Homes and hospitals.
- Executed promotional activities CME, focus group Meet, awareness Talks and specialist camps etc.
- Organized community outreach programs by partnering with various Organizations.
- Designated as Manager on Duty on selected days to lead the hospital operational efforts.

**PUBLIC RELATIONSHIP OFFICER**  
FUTURE CARE EDUCATION SOLUTION,  
COIMBATHURE, TAMIL NADU.

**June 2014 – April 2016**

- Heading branch and being accountable for all activities of the same.
- General administration and operations planning for day-to-day activities.
- Conducting Education Expo all over Kerala and Tamil Nadu.
- Delegation of tasks to team members based on their competencies and supervision of the same.
- Heading different clients and Established tie ups.

## EDUCATION

- **MBA (MARKETING & LOGISTICS) –**  
HINDUSTHAN ARTS AND SCIENCE COLLEGE -  
COIMBATHORE.  
(BHARATHIAR UNIVERSITY-2012-2014)
- **B. COM**  
HINDUSTHAN ARTS AND SCIENCE COLLEGE  
COIMBATHORE  
(BHARATHIAR UNIVERSITY -2009-2012)
- **HSSLC**  
NSS HIGHER SECONDARY SCHOOL KALPETTA  
WAYANAD-2009
- **SSLC**  
NSS HIGHER SECONDARY SCHOOL KALPETTA  
WAYNAD- 2007