

SAURABH JAIN

Mobile: (+91) 9911239900

Email: saurabhjain1985@yahoo.co.in

Adaptable professional and **MBA** with more than **15 Years** of work experience in the areas of Business Development, Operation Management, Work Flow Prioritization & Client Relationship Management. Marketing professional with proven experience in planning and coordinating marketing policies and activities with team. Aiming to leverage my abilities to successfully fill the role in the organization.

PROFESSIONAL EXPERIENCE

Shri Brij Sewa Samiti TB Sanatorium Trust as Manager – Marketing & PS to Secretary

Oct, 2022 to Present

- As a PS to Secretary, managing the trust working in accordance to the Secretary.
- Maintain the list of Donors on monthly basis.
- Trust is having 2 hospitals in Vrindavan, managing hospital working by visiting once in a week.
- Compile various statistical reports month wise for both the hospitals.
- Managing and Monitor all BTL and ATL Marketing and Outreach activities.

ASG Eye Hospital (Narang Eye Institute) as Manager – Marketing

Sept, 2021 to Sept, 2022

- Assisted in creating Marketing Programs that build client base and encourage client retention for 2 Centres.
- Recruiting and developing responsible team to ensure quality of service.
- Budgeting and forecasting the business and compile various statistical reports month wise.
- Liaisoning with PSU's for Bills submission and recovery.
- Managing and Monitor all BTL and ATL Marketing and Outreach activities.
- Prepare Weekly/Monthly marketing plans and sales report.
- Area mapping & conducting marketing research to improve the marketing strategy of the Organization.

Sharp Sight Centre as Manager – Marketing

July, 2020 to June 2021

- Supervise and train team members and weekly site visit on 2 locations.
- Monitoring the performance of team members to ensure efficiency in sales operations and meeting of group targets.
- Maintaining cordial relationship with PSUs and Private clients & their query management.
- Preparation & delivery of marketing plan within key objective.
- Managing and Monitor all BTL and ATL Marketing and Outreach activities.
- Organizing Video consultation with patient and doctor.
- Prepare Weekly/Monthly marketing plans and sales report for both Centres.

Centre For Sight as Manager – Marketing

April, 2017 to March, 2020

- Recruiting and developing responsible team to ensure quality of service.
- Responsible for business generation from external clients.
- Driving Workshops and CMEs for mass awareness on our technologies.
- Organizing and conducting all BTL and ATL Marketing and Outreach activities.
- Take care of all publishing material of Hospital namely Information booklet, brochures, pamphlets and other related materials. These shall include content, design, creativity & proof reading.
- Budgeting and forecasting the business and compile various statistical reports month wise.
- Responsible for Media Planning, Publicity and Branding to increase the market share.
- Vendor management.

Samvedana Life Sciences Pvt Ltd as Manager – Marketing

Dec, 2015 to April, 2017

- As a new start-up, managing all marketing and outreach activities across all Centers.
- Execute various in-house and out-house activities.
- Supervise all physiotherapists and monthly site visit on 14 clinic locations.
- Keep record and track all physiotherapists and compile various statistical reports.
- To take care of all publishing material of every center namely Information booklet, brochures, pamphlets, posters & other related materials. These shall include content, design, creativity & proof reading.

BLK Super Speciality Hospital as Assistant Manager – Marketing

Feb, 2014 to Dec, 2015

- Promote Center of Excellence in Neurosciences for Delhi and Outstation.
- Plan OPD setup in surrounding areas with Hospitals and Nursing homes.
- Driving Workshops and CMEs for mass awareness on our technologies.
- Arrange domestic travel schedules & reservations.

Centre For Sight as Assistant Manager – Marketing

June, 2010 to Jan, 2014

- Meet and maintain good & cordial relation with External clients.
- Plan & schedule meeting with present & prospective clients.
- Organizing and conducting all BTL and ATL Marketing and Outreach activities.

HT Media Ltd as Executive

Oct, 2007 to May, 2010

- Supervising the sales of Hindustan Times, Hindi Hindustan, Mint, Nandan and Kadambini.
- Maintain and Making record of sales of publications on daily basis.
- Motivating channel partners, maintaining good and cordial relationship with channel partners as well as with Customers which result in market penetration and reach.
- Train RRE's and monitor & evaluate their performance who are involved in direct sales.

Advent Infosoft Pvt Ltd as Sales Executive

May, 2007 to Oct, 2007

- Meet SMEs for Website & Web Pages development and priority listing on portal.

ACHIEVEMENTS

- Participated in workshop on Fire training in Narang Eye Institute.
- Awarded as 1st runner up Star Performer in PAN CFS for 2018-19.
- Awarded as Star Performer in PAN CFS for 2017-18.
- Remarkd as getting highest incentive in PAN CFS and elevated as Assistant Manager in 2011.
- Participated in workshop on BLS in Centre for Sight.
- Collected funds for Help Age India and got Certificate at school level.
- Participated as a Volunteer in the Mass Awareness Campaign against Cancer at school level.

ACADEMIC CREDENTIALS

2007 MBA (Marketing & IT) from ICFAI University.

2005 BCA from Guru Gobind Singh Indraprastha University.

KEY SKILLS

Channel Management, Team Commandment, Good Organizer, Initiative, Time Management, Responsible

PERSONAL DETAILS

Date of Birth : 21st February, 1985

Address : C-224/1, Street No – 13, New Usmanpur, Delhi-110053

SAURABH JAIN