

# Simran Khan

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## Summary

Dynamic leader with a proven track record at TCS and Park Hospital, enhancing patient acquisition by 20% through strategic marketing planning and effective team leadership. Excelled in digital marketing, budget management, and fostering customer relationships, while boosting team productivity and online engagement. Demonstrates exceptional project management and communication skills, driving significant market growth and operational excellence.

## Skills

- Strategic Marketing Planning
- Team Leadership
- Digital Marketing
- Budget Management
- Market Research
- Brand Management
- Campaign Analysis
- Communication
- Project Management
- Customer Relationship Management (CRM)
- Performance monitoring
- Daily workflow improvement

## Experience

07/2021 - Current

International Healthcare Marketing , **TCS**, Noida, IN

- Providing a detailed medical opinion and tele-consultation with our team of doctors before arrival.
- Assistance with Visa Services
- A dedicated relationship manager is assigned to each patient to take care of all your needs inside the hospital and to assist you with hospital administrative processes.
- The International Concierge Desk at the dedicated international lounge will help arrange for a hotel or guest house according to your preference.
- Complimentary two-way airport transfers.
- Dedicated relationship manager to take care of all your needs inside the hospital.
- Payments can be made either via cash, credit card, or wire transfer.
- The International Concierge Desk available at the hospital will facilitate travel within the city, as well as for local sightseeing.
- Interpreters are available at the hospital.

06/2020 - 07/2021

International Marketing Specialist, **Virtual Employee**, Kolkata, IN

- Developed and implemented comprehensive marketing strategies that increased patient acquisition by 20%
- Led a team of 10 marketing professionals, overseeing all aspects of digital and traditional
- Managed a marketing budget optimizing spend to achieve maximum ROI
- Collaborated with medical staff to create targeted marketing campaigns for various departments
- Develop annual brand plans; implement marketing strategies, campaigns and tactics to drive demand
- Champion the development of a customer strategy that ensures a strong reputation, high visibility and commercial competitiveness

- Develop relationships with key decision makers that can support formulary and protocol inclusion within targeted institutions
- Proactively identifies relevant brand opportunities and risks, monitor and develop plans to convert results
- Develop, recommend and manage the advertising and promotion budget and project timelines
- Work with analytics to support product forecasting including TRx, sales and unit modeling appropriate for demand/ inventory management and performance measurement/monitoring

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## ***Education***

**07/2020**

**Master Of Business Administration**, Biotechnology MSc  
***Lovely Professional University***, Punjab

**05/2016**

**Diploma**, D.Pharma  
***Charbuja Collage***, Ajmer