

Smarika Bhatt

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SUMMARY

Experienced healthcare marketer with an MBA in HHM from Symbiosis University, Pune. Hands-on experience in Operations, CRM, Digital Marketing, and Offline Marketing, with a focus on Integrated Marketing and Media Planning. Proven track record in brand visibility, user engagement, and retention across online platforms, enhancing Brand Equity. Adept at managing cross-functional teams, driving growth campaigns, and implementing go-to-market strategies, including New Product Development from concept to launch, in healthcare and digital health ecosystems.

EXPERIENCE

Community Engagement Lead, Vyas Life (Medsynapse)

Nov '24 — Present
Pune, India

- Led orthopedic-focused campaigns with national and global KOLs; executed 50+ digital events in the form of podcast, webinars and presentation to boost multi-specialty engagement and strengthen brand presence.
- Implemented a strategic KOL engagement plan in collaboration with pharmaceutical, sales, and data teams, resulting in increased user participation and the development of SOPs to optimize Community Vertical processes.
- Partnered with Global conferences SEA region, cancer, and heart niche to expand community outreach and visibility by 2X through strategic online marketing initiatives, including TTL and BTL activities.
- Worked with media and analytics teams to strengthen social media brand presence by integrating KOL insights, ensuring consistent brand messaging, and equity.
- Conducted competitor analysis to identify growth opportunities and improve visibility on LinkedIn by increasing impression, views, clicks, and CTR through tailored brand strategies and media planning.
- Directed the MedX Weekly News initiative, coordinating over 10 projects to align content with stakeholder and client requirements, enhancing communication strategies through integrated online marketing efforts.
- Developed GTM strategies, partnerships, and post-launch campaigns, incorporating offline marketing elements and supporting new product development.
- Increased the engagement rate by 10%. Built performance dashboards to track community metrics and identify high-potential specialties, enhancing brand strategy execution and collaboration.

Associate Manager Operations, Manipl Healthcare Enterprises

Jul '23 — Aug '24
New Delhi, India

- CRM and PEM Standardized and streamlined processes for effective functioning in a timely manner through strategic brand initiatives and integrated marketing plans.
- Regular monitoring of NPS Scores in a weekly, monthly and quarterly manner instructing the team.
- Preparing MIS reports, analyzing performance metrics and actionable insights of the patients to increase retention by 10% through targeted brand strategies and media planning.
- Experienced in social media apps to promote feedback of the patient with the patient size of 1000 OPDs and 250 IPDs in a day, enhancing brand strategy execution through creative development.
- Utilized Excel for data analysis and reporting, driving 5% monthly revenue with a pre-existing budget through strategic brand initiatives and above the line marketing.
- Contribution in making brand strategies for our speciality in hospital by catering COE digitally and offline through campaigns and supporting new product development.
- Operational efficiency by studying consumer preference to proactively identify growth opportunities by knowing payor mix and enhancing brand strategy through business management.
- Demonstrated ability to manage multiple projects simultaneously and meet deadlines
- Annual budgeting planning and working on opportunity cost.
- Familiarity using sap applications for scheduling the tasks for the team.
- Increased NPS scores in zykr (CRM tool) of the IPDs by leading cross-functional teams to improve respective NPS scores.
- Training and supervision leading 4OPD GRE and 6 IPD GRE teams. (Total 10)

Trainee

Conner Carrier Services Ltd

Oct '22 — Jan '23
UK (Remote), India

- DIGITAL MARKETING Conducted market research and product research, understanding digital trends and forming go to market strategy and brand awareness through online and offline channels, supporting new product development.

Trainee

Apollo Multispecialty Hospital

Jul '22 — Sep '22
Navi Mumbai, India

- OPERATION MANAGEMENT Handled the international OP patients and their TAT analysis also tracking bottleneck of delays applying operation models, aligning with brand strategy and media planning.

Trainee

Icannovate

Apr '22 — Jul '22
Canada (Remote), Canada

- DIGITAL MARKETING Handled social media marketing accounts and assisted in product branding and awareness and product roadmap through online and offline marketing strategies, supporting creative development.

EDUCATION

Masters in MBA - HHM, Symbiosis International University

Jun '21 — May '23
Pune, India

Graduation in Bachelor of Dental Surgery, Rohilkhand Medical College and Hospital

Aug '15 — Oct '20
Bareilly, India

AWARDS

[Bharat CXO, Key Role in Healthcare Community for non clinical opportunity](#)

SKILLS

Relevant Skills Offline Marketing, Online Marketing, Integrated Marketing, Media Planning, Marketing Campaigns, Creative Development

Data Tools Microsoft Excel (advanced), PowerBI, CRM software (Zykr), Microsoft Project, Microsoft Teams, Microsoft PowerPoint, MIS Report, Generative AI

Analytical Skills Data Analysis, Strategic Problem-Solving, Brand Strategy, P& L Understanding

EXTRACURRICULAR

Volunteer, alankaar

Volunteer at NGO "alankaar" for social media post creation.

Comparer

Comparer of the conference "National Conference on transforming healthcare: Symbiosing with allied & Healthcare Professionals".

National Science Olympiad

Gotten first position in National Science Olympiad School level.