

Smarika Bhatt

Project Lead Marketing

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SUMMARY

Experienced healthcare professional with an MBA in HHM from Symbiosis University, Pune. Hands-on experience in Operations, CRM, and Digital marketing, with strong Marketing Project Management and Project Management skills, including familiarity with Project Management Office standards. Proven track record in brand visibility, user engagement, and retention across online platforms, effectively managing project life cycles. Skilled in developing comprehensive project plans, monitoring progress, and ensuring project completion within timelines, demonstrating ability in people management and written communication skills. Additionally, experienced in using Microsoft products and creating supportive presentations.

EXPERIENCE

Community Engagement Lead, Vyas Life (Medsynapse)

Nov '24 — Present
Pune, India

- Executed KOL engagement strategy by collaborating with pharma, sales, and data teams to boost active user participation through integrated online and offline marketing channels, ensuring effective communication and coordination.
- Led 50+ podcasts, webinars, and interviews to increase multi-specialty engagement on the MedSynapse platform, enhancing project delivery and marketing communications execution.
- Partnered with global conferences (USA, Italy, SEA) to expand community outreach and visibility by 2X through strategic online and offline marketing initiatives, aligning with operational strategy.
- Collaborated with media and analytics teams to enhance brand presence on social platforms and applied KOL feedback to improve platform services and user experience, supporting professional growth.
- Conducted competitor analysis to identify growth opportunities and improve visibility on LinkedIn by increasing impression, views, clicks and CTR through tailored brand strategy implementation, monitoring progress effectively.
- Led the 10+ MedX Weekly News Project, aligning content with stakeholder and client needs, focusing on both online and offline marketing implementation efforts, and ensuring project completion.
- Developed GTM strategies for summits, partnerships, and post-launch campaigns for Brand Visibility, leveraging creative marketing and digital advertising techniques.
- Increased the engagement rate by 10%. Built performance dashboards to track community metrics and identify high-potential specialties, enhancing brand strategy implementation execution and project management skills.

Associate Manager Operations, Manipal Healthcare Enterprises

Jul '23 — Aug '24
New Delhi, India

- Increased NPS scores in zykr from 80 to 85 in the sapan for 3 months (CRM tool) of the IPDs by leading cross-functional teams to improve respective NPS scores, demonstrating effective management and leadership.
- CRM and PEM Standardized and streamlined processes for effective functioning in a timely manner through strategic brand implementation initiatives, supporting operational strategy and project life cycle.
- Experienced in social media apps to promote feedback in the form of QR code at the bedside in IPD and QR code in the waiting room, which led to increase score from 4.4 to 4.5 in 3 months for a patient with a patient size of 1000 OPDs and 250 IPDs per day, enhancing brand strategy execution.
- 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 strategy implementation of RWS Campaigns, aligning with project plans.
- Utilized Excel for data analysis and reporting, driving 5% monthly revenue with a pre-existing budget through strategic brand implementation initiatives, ensuring adherence to policies and procedures.
- Contribution in making brand strategies for our speciality in hospital by catering coe digitally and offline through campaigns.
- Operational efficiency by studying consumer preference to proactively identify growth opportunities by knowing payor mix and enhancing brand strategy implementation, supporting business meetings and communication.
- Annual budgeting planning and working on opportunity cost.
- Familiarity using sap applications for scheduling the tasks for the team, ensuring timelines and milestones are met.
- Training and supervision leading 4OPD GRE and 6 IPD GRE teams. (Total 10), promoting ownership and development.

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 creative brief and mobile marketing initiatives.

Trainee, Apollo Multispeciality 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.

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, leveraging PowerPoint and software tools.

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 Leadership, Marketing Communications, Creative Marketing, Project Management, Marketing Project Management, Agile Methodology, People Management, Asana (Similar to JIRA), Conflict Management, Presentations, Written Communication, Professional Growth

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

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.