

GURJEET KAUR KANDA

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CAREER NOTE:

A marketing maestro with a win-win situation attitude for customers/clients/Patients and the organization on a whole.

Consistent in managing multiple tasks, with strong desire to keep learning & meet deadlines.

A firm believer of smart-work and team-building with a combination of digital expertise with human touch.

KEY RESPONSIBILITY AREAS:

| Head - Marketing & Branding | Guest relations & front office coordinator/ Sales Coordinator |
|---|--|
| Market Segmentation & Targeting | Restaurant Floor Management |
| Insurance & TPA relationship building & tie-ups | Coordination and mediating between staff & guests |
| Product & Pricing (Competition analysis) | Client bookings |
| Digital Marketing | Implementation of sales strategy |
| CRM & Training Program | Maximization of table bookings & occupancy |
| Branding Communication (In-house & Outdoor) | Inbound Sales Management |
| Health Camp (inbound & outbound) | Client Database management |
| Repeat customer management | |

CAREER HIGHLIGHTS:

- Empanelment & Relationship building with companies (Government & Non- Government bodies, Insurance & TPA)
- Business generation with effective relationship management with peers (General practitioner & physicians)
- Creative initiatives like writing newspaper articles, editing of videos and content approvals for social platforms.
- Counselling patients & addressing their grievances diligently
- Digital marketing
- Instrumental in obtaining permissions, planning & Implementation of patient awareness programs (PAP)
- Devising workflow management for local & International Patient.
- Providing solutions pertaining to public relations, which include print media, digital media & mass media management.
- Responsible and reliable with a professional presentation.

CAREER:

| No | Organization | Role | Tenure |
|----|---------------------------------|--------------------------------|------------------------|
| 1 | SaiShree Hospital (Aundh, Pune) | Head - Marketing & Branding | March 2018 - Present |
| 1 | 7 Orange Healthcare (Pune) | Manager - Marketing & Branding | March 2017- March 2018 |
| 2 | JKS Restaurants (London) | Front office Coordinator | Sept 2016- Dec 2016 |
| 3 | Royal Orchid Central (Pune) | Sales Coordinator | June 2014- May2015 |

ACCADEMICS:

| NO | QUALIFICATION | UNIVERSITY | BATCH | COLLEGE | SPECILIZATION |
|----|-------------------------------------|------------|-----------|-------------|----------------|
| 1 | Masters of Business Administration | Pune Uni. | 2013-2015 | SVIMS, Pune | Marketing |
| 2 | Bachelor of Business Administration | Pune Uni. | 2010-2013 | St Mira's | Human Resource |

OTHER QUALIFICATIONS/ TRAININGS:

- Certified Course of Lean Six Sigma
- Training on soft skills management
- Teachers Training course from Rosary School

ACHIEVEMENTS:

- Participated in Rotary Indian International Model United Nations Assembly (RIIMUN 2014)
- Participation in several debates and presentation competitions during graduation
- Acquired 2nd position in presentation competition organized by university of Pune
- Participated and won the best actor's award organized by Sadhu Vaswani institute
- Enacted in a short documentary film, shot for the 'Yes' foundation (NGO)

REFERENCES:

1. Dr. Neeraj Adkar, Managing Director, SaiShree Hospital- +919822051881
2. Dr. Ketan Deshpande, Spine Surgeon, SaiShree Hospital- +919767170084
3. Mrs. Ujwala Patil, Administration, SaiShree Hospital - +919689930613
4. Mr. Jashanjeet Singh, Director, 7 Orange Hospital- +918806500010

DECLARATION:

I hereby state declare that the above statements made by me are true, complete and correct to the best of my knowledge and belief.

GURJEET KAUR KANDA

