

GURJEET KAUR KANDA

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CAREER NOTE:

A marketing maestro with a win-win situation attitude for customers/patients and the organization on a whole. Consistent in managing multiple tasks, with a strong desire to keep learning & to 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)
- Digital marketing Creative initiatives like writing newspaper articles, editing of videos and content approvals for social platforms.
- Counselling patients & addressing their grievances diligently
- Business generation with effective relationship management with peers (General practitioner & physicians)
- Instrumental in obtaining permissions, planning & implementation of patient awareness programs (PAP)
- Devising workflow management for local & International patients.
- Providing solutions pertaining to public relations, including 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

ACADEMICS:

NO	QUALIFICATION	UNIVERSITY	BATCH	COLLEGE	SPECIALIZATION
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
- Secured 2nd position in presentation competition organized by University of Pune
- 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, HR & Administration, SaiShree Hospital - +919689930613
4. Mr. Jashanjeet Singh, Senior VP, Medicover Group- +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