 Rajeesh

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**Profile Summary**

* More than 11 years of work experience in Sales and Marketing field with Top Multinational Companies
* More than 2 and half year work experience as a Regional Head
* Good experienced in Pharmaceutical Marketing Field as well as Hospital Marketing Fields
* Good experience in Channel Sales Marketing, Branding and Advertising Marketing
* Good analytical and communication skills
* Experienced in handling National and State level Medical Conferences and organizing events
* Expertise in directing organizations in the visioning of a Marketing strategy, Creating and positioning brands, Determining strategic and personal goal, Year budget planning and allocations
* Experience in Managing Teams and Man Management

**Skills Set**

**Marketing & Key Account Management:**

* Designing and implementing marketing plans for augmenting the business volume by enhancing brands visibility
* Driving sales initiatives to achieve business goals and conducting competitor analysis to track the market trends
* Developing marketing reports to be presented at the meeting of top management

**Business Development:**

* Developing new clients and negotiating with them for securing profitable business
* Organizing promotional programs and participating in national and state level conference, exhibitions, seminars for greater brand visibility
* Managing the team of marketing executives, developing training programs for the people in marketing team

**Branding and Advertising**

* Framing strategies for establishing greater awareness about company and its products
* Building brand focus and handling appropriate media selection for advertising new products launch campaigns

**Employment history**

* **ASTER MEDCITY, Multinational Hospital Cochin (Oct ‘15 to Nov’16)**

**Designation: Assistant Manager**

**Responsibilities**: Responsibility for two states, Team management and man management, People recruitment, Business development activities, Marketing strategy planning, Year budget planning and Implementation, Organizing National and State level programs, Branding and Advertising, Patient care activities and conducting camps

* **RANBAXY LABORATORIES LTD, North Kerala (Nov ’14 to Sep ‘15)**

**Designation: North Kerala Area Manager**

**Responsibilities**: Team Management, Primary and Secondary sales responsibilities, Marketing strategy and year budget planning, Conducting doctors meeting and camps, Stockiest management, Meeting doctors with executives, people recruitments

* **IPCA PHARMA LTD, North Kerala (May ’14 to Oct ‘14)**

**Designation: North Kerala Area Manager**

**Responsibilities**: Team Management, Primary and Secondary sales responsibilities, Marketing strategy and year budget planning, Conducting doctors meeting, Stockiest management, Meeting doctors with executives, conducting hair implantation camps, people recruitments

* **SANOFI AVENTIS** (Jan ’11 to Apr ‘14)

**Designation: Scientific Sales Executive**

**Responsibilities**: Primary and Secondary sales responsibilities, Implementing Marketing strategy, conducting doctors meeting and camps, Stockiest management, Meeting doctors and chemists

* **JOHNSON AND JOHNSON LTD** (Oct ’08 to Dec ‘10)

**Designation: Medical Service Representative**

**Responsibilities**: Primary and Secondary sales responsibilities, Implementing Marketing strategy, conducting doctors meeting and camps, Stockiest management, Meeting doctors and chemists

* **SNOFI AVENTIS PHARMA LTD** (Sep ’07 to Sep ‘08)

**Designation: Channel Sales Executive**

**Responsibilities**: Primary and Secondary sales responsibilities, Implementing Marketing strategy, Stockiest and Chemist management, organizing merchandizer level activities, Meeting doctors and chemists

* **TALENT INDIA PHARMA**, Mangalore (June ’05 to Aug ‘07)

**Designation: Medical Representative**

**Responsibilities**: Primary and Secondary sales responsibilities, Implementing Marketing strategy, conducting doctors meeting and camps, Stockiest management, Meeting doctors and chemists

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|  | **Educational Qualification** |
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* Bachelor of Science in Microbiology, Zoology and Chemistry

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|  | **Awards and Achievements** |
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* Team Excellence Trophy:- for Outstanding Performance during the year 2013 in Sanofi Aventis
* DISHA Program:- Participated three days self-development program
* Achieved Cetamax club membership for outstanding performance
* Consistent Sales achievement in Sanofi Aventis, Successful Launch and sales generation of new product Amaryl MP, Amaryl P and Cetapin V, featuring All India top 5 lists
* Consistent Performance in Johnson and Johnson, Successful launch of new product Kyrab, features in All India Top 10 list

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|  |  | **Computer Knowledge** |
| Operating System: |  | Windows |

Front End Tools: MS Office and Internet

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|  |  | **Personal Details** |

Sex : Male

DOB : 21/01/1985

Marital Status : Married

Nationality : Indian

Languages Known : English, Hindi, Malayalam