**PRATIKSHA** 

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 ■**Date of Birth:** 17th April 1993

 ■**Nationality:** Indian

 ■**Marital Status:** Married

## Profile Summary\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1.5+ years of professional experience in Social Media Analytics and Consulting, Pharmacovigilance, Competitive Intelligence, Market Research and Digital strategy
* Analytical tools: MS Excel, MS PowerPoint, SalesforceSocial Studio, Crimson Hexagon, SimilarWeb, BuzzSumo, AdBeat, WhatRunsWhere, InDesign CC, Illustrator CC, Google Analytics
* Strong ability to analyze and gather client requirements, quality assurance, and attention to detail

## Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Birla Institute of Technology and Science (BITS), Pilani Campus June 2017

##  *Master of Pharmacy in General Pharmacy* GPA: 7.71/10

## Seth Govind Raghunath Sable College of Pharmacy, Pune University July 2015

##  *Bachelor of Pharmacy* Percentage: 68.5

## Annasaheb Magar College, Pune May 2011

##  *HSC, Class XII* Percentage: 73.5

 **Sinhgad City School May 2009**

##  SSC, Class X Percentage: 82

## Professional Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**IQVIA (formerly QuintilesIMS), *Analyst* July 2017 – Oct 2018**

* Collaborating with top pharmaceutical clients across the globe to define critical business questions (CBQs) and leverage social media analytics to solve them
* Conducting competitive intelligence to understand the competitor space of digital campaigns, social presence, brand positioning and website comprehensiveness
* Tracking, identification and profiling of key opinion leaders and social advocates from across the web
* Creating business proposals and teasers for outlining key capabilities and methodologies of the social media offerings
* Providing insights and actionable recommendations to clients to understand brand perceptions, patients’ concerns, track brand SWOT, switchover trends and brand messaging
* Creating and managing an innovative in-house business development tool
* Assisted Nexxus social Pharmacovigilance team with many of the top pharmaceutical clients across the globe

**IQVIA (formerly QuintilesIMS), Intern Jan 2017 – June 2017**

* Worked on social listening live projects which provided an opportunity to get familiar with monitoring and analysis of social media buzz for scientific conferences, brands and specific therapy areas
* Opportunity to gain hands on experience on different consumer insight tool

 **Serum Institute of India LTD, Intern Nov 2013 - Nov 2013**

* Undergone training in different departments of Vaccine production, and familiar with the intricacies of techniques utilized in manufacturing Anti-Snake Venom Serum and Tetanus Anti-toxins

## College Projects\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **To enhance the dissolution rate of poorly soluble drug (Ramipril) by Solid Dispersion Technique. Jan 2016**

* The project aims at enhancing the solubility of poorly soluble drug by solid dispersion technique
* Literature survey and the development of method on UV-Visible Spectroscopy were the initial part of the project
* Preparations of Solid Dispersion as well as its dissolution studies was carried out with good results
* Formulation of this solid dispersion into buccal drug delivery systems with its dissolution studies
* Scored an A
* This project was under the supervision of Mr. M.M.Pandey, Assistant Professor, Department of Pharmacy BITS, Pilani

 **A review on Antifolates as anticancer agent. 2013-2014**

* The project aims at the Antifolates which are antimetabolites used in the chemotherapy treatment of cancer
* Literature survey on the mechanism of action and in detailed study on the molecules under this category was done in this review

## Positions ­of Responsibility\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Academic Research Division, BITS Pilani Jan 2016 –May 2016**

* Teacher Assistant during post-graduation under the guidance of Dr. H. Jadhav, Associate Dean, ARD, BITS Pilani

**achievements and extra-curricular activities\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Inter-collegiate Project Presentations 2013**

* Secured third position in the poster presentations competition during the National Seminar on ‘Frontiers of Cancer Chemotherapy' Sponsored by AICTE
* Attended and participated in Poster Presentation and Pharma Quiz at the Annual Pharma Conference, INSIGHT 13' organized by IES MCRC, Mumbai

**Certification 2015**

* Qualified Graduate Pharmacy Aptitude Test (GPAT) conducted by AICTE securing 148 marks with AIR 484
* Participated in a workshop on IPR protection-Patent/Copyright/design/Trademark by ADITYA BIRLA GROUP, BITS Pilani
* Worked as an active member of Student’s council and represented college at the university level **2014**
* Participated and secured second position in basketball tournament organized by National Law University, Delhi