

ANIL SINGH

Mumbai, India

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PROFESSIONAL SUMMARY

Marketing and Operations Leader with 13+ years of experience in pharmaceutical, healthcare, and logistics industries. Expertise in project management, brand strategy, business development, and operational excellence. Proven ability to lead cross-functional teams, execute data-driven marketing campaigns, and optimize processes for scalability and efficiency. Strong background in digital marketing, media solutions, and manufacturing operations. MBA in Marketing.

CORE COMPETENCIES

- Project & Operations Management
 - Marketing Strategy & Brand Development
 - Business Development & Revenue Growth
 - Pharmaceutical & Healthcare Marketing
 - Manufacturing & Process Optimization
 - Performance Marketing & Digital Campaigns
 - Vendor Management & Strategic Partnerships
 - Data Analysis & KPI Tracking
 - Cross-functional Team Leadership
 - Supply Chain & Procurement Optimization
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PROFESSIONAL EXPERIENCE**Head – Projects & Operations**

Hello Pharma | Nov 2024 – Present

- Lead end-to-end execution of pharma media campaigns, including podcasts, publications, and digital content.
 - Develop brand positioning strategies for pharmaceutical clients to improve visibility and engagement.
 - Optimize operational workflows to enhance efficiency and reduce turnaround time.
 - Manage cross-functional teams across marketing, content, and production.
 - Build strategic partnerships within the pharma ecosystem.
 - Implement digital tools to streamline media production and distribution.
 - Track performance metrics and drive continuous improvement initiatives.
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Director – Marketing & Operations

Xboxship Integrated Logistics Pvt. Ltd. | Jan 2024 – Oct 2024

- Led operations and marketing functions, improving service delivery and operational efficiency.
 - Developed integrated marketing strategies to drive customer acquisition and brand visibility.
 - Managed multi-channel campaigns using data-driven optimization techniques.
 - Ensured consistent brand communication across all platforms.
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Business Development Manager

Abhinav Healthcare Products Pvt. Ltd. | Dec 2019 – Dec 2023

- Established new business verticals and manufacturing operations.
 - Led product development lifecycle from concept to commercialization.
 - Improved production efficiency through process optimization strategies.
 - Strengthened vendor management and reduced procurement costs.
 - Expanded into new markets, increasing revenue and market presence.
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Senior Manager – Operations & Marketing

Anjali Mukerjee Health Total | Aug 2021 – Dec 2023

- Developed and executed marketing strategies to enhance customer engagement.
 - Conducted market research and competitive analysis to refine positioning.
 - Led integrated marketing campaigns across digital and offline channels.
 - Managed and mentored cross-functional teams.
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Marketing & Operations Manager

Lifecell International Pvt. Ltd. | Dec 2018 – Dec 2019

- Managed partnerships and events to generate leads and increase brand awareness.
 - Executed operational strategies supporting business expansion.
 - Optimized marketing budgets and improved ROI.
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Performance Marketing Manager

Anjali Mukerjee Health Total Pvt. Ltd. | Dec 2017 – Dec 2018

- Managed monthly marketing budget of INR 50 lakh.
 - Led performance marketing campaigns across digital platforms.
 - Improved customer acquisition through data-driven optimization.
 - Analyzed campaign performance to increase ROI.
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Operations Associate

PSTakeCare – Healthcare Technology | June 2017 – Dec 2017

- Delivered end-to-end patient solutions for critical healthcare cases.
 - Coordinated hospital services and post-treatment care solutions.
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Marketing Executive

PSTakeCare – Healthcare Technology | Sept 2016 – June 2017

- Executed BTL marketing campaigns and patient engagement programs.
 - Organized 25+ patient-doctor interaction sessions.
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Business Development Executive

PSTakeCare – Healthcare Technology | Nov 2015 – Sept 2016

- Built partnerships with hospitals and diagnostic centers.
 - Researched and developed patient acquisition channels.
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Eyewear Consultant

Titan Eye Plus | Nov 2011 – July 2014

- Provided customer consultation and technical eyewear solutions.
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Customer Relations Executive

Sparsh BPO | 2011 – 2012

- Handled outbound sales and customer engagement.
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EDUCATION

MBA – Marketing

Vivekanand Business School, Mumbai

Bachelor of Commerce

N.G. Acharya & D.K. Marathe College, Mumbai

TECHNICAL SKILLS

- Digital Marketing Tools (Google Ads, Meta Ads – if applicable add specifics)
- CRM & Marketing Automation Tools
- Data Analytics & Reporting
- MS Excel, PowerPoint, Google Workspace

LANGUAGES

English | Hindi | Marathi

ADDITIONAL INFORMATION

- Industry Exposure: Pharma, Healthcare, Logistics, Manufacturing
- Interests: Traveling, Teaching, Networking