

DIVYASRI C

Healthcare Business Development Specialist



SUMMARY

An organized and creative professional with proven sales/marketing skills and a desire to learn more. Possess 3+ years of experience working for a diverse group of organizations and clients. Gained expertise in business analysis, publication marketing, sales and web-based advertising. Looking to utilize my existing skill set to increase company profitability. Considerable talent for designing and executing thoroughly researched marketing plans, analyzing market trends, increasing social media engagement, tracking results and identifying potential new markets. Excellent ability to anticipate client needs and achieve desired results with innovative, cost-effective marketing strategies.

CONTACTS

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ACADEMIC DETAILS

Madurai Kamaraj University, Madurai
MBA (Hospital Management), 2023
CGPA 8.45

Kalasalingam Academy of Research and Education, Sriviliputhur
B.Tech (Biomedical Engineering), 2021
CGPA 7.24

M.S.R Matric Hr Sec School, Madurai
12th, 2017
66%

M.S.R Matric Hr Sec School, Madurai
10th, 2015
88%

CERTIFICATIONS

Indian Institute of Management, Visakhapatnam

Executive Professional Course in
Advanced Corporate Strategic
Management - Online (Pursuing)

**Birla Institute of Management
Technology**

Advanced Certificate in Management

WORK EXPERIENCE

Healthcare Business Development Specialist

Kapa Digital Media, Chennai

May 2022 - Present

Healthcare Marketing Strategist

Kapa Digital Media, Chennai

Dec 2021 - May 2022

Business Development Associate

BYJU'S, Bengaluru

May 2021- Nov 2021

Marketing Strategist

Kauvery Hospital, Tiruchirappalli

Sep 2020 - March 2021

INTERNSHIPS

Implant training in Meenakshi Mission Hospital and Research Center, Madurai for two weeks

Implant training in Shifa Multi Specialty Hospital, Thirunelveli for two weeks

Implant training in Code Bind Technologies, Coimbatore for two weeks

Summer internship at Council for Industrial and Scientific Research Center

Summer research online training program in Council of Scientific Industrial Research (CSIR-NEIST) Jorhart, Assam

Industrial visit to Indian Institute of Science (IISc), Bangalore

EXPERTISE

- Strategy Development
- Project Management
- Business Intelligence
- Communication & Interpersonal Skills
- Analytical & Problem-Solving Skills
- Business Acumen

SKILLS AND KNOWLEDGE

- C Program & PYTHON
- Mat Lab
- BIOPAC and LAB View
- Digital Image Processing
- Medical Billing
- Basic Simulink
- Internet of Things - IoT
- Research in Biomedical Field
- Team leadership
- Health Care Management
- Office Administration
- Business Process Improvement
- Public Speaking
- Microsoft Office

HOBBIES

- Singing, dancing, listening and music
- Creative – Art, crafts and painting
- Learning about the projects using IOT
- Problem solving and managing people
- Sports: Table tennis and throw ball
- Karate and yoga
- Travel and gardening

SCHOLASTIC ACHIEVEMENTS

Research paper oral presentation on Measurement of vital parameters for health care using Internet Of Things in ambulance -International Journal of Basic and Applied Biology-ISSN: 2394-5820, e-ISSN: 2349- 5839, Volume 5, Issue 3; July-September, 2018, pp. 129- 132KrishiSanskriti,Publicationshttp://www.krishisanskriti.org/Publication.html.

Paper titled Design of IOT based health care monitoring systems using Raspberry Pi a review of latest technologies and limitations-<https://easychair.org/conferences/?conf=iccsp20>

KEY PROJECTS

Presented paper on the title of Tissue smoke evacuator in surgical diathermy by differential, mobility spectrometry method with a fusion of light counsel at Dhanalakshmi Srinivasan College of Engineering, Coimbatore

Presented paper on the title of advanced wearable ECG monitoring for arrhythmia detection with alarm indication at Dhanalakshmi Srinivasan College of Engineering, Coimbatore.

Biomedical techniques on the analysis of EEG power spectrum on on the sleep awake behavior – council of scientific industrial research (CSIR) Jorhart, Assam.

Mini project on cough detection using sound sensor at Kalasalingam Academy of Research and Education.

Mini project on Heartbeat detection using infrared sensor at Kalasalingam Academy of Research and Education.

International virtual conference on natural products and synthetic biology by Vellore Institute of Technology.

International conference on Emerging trends in Biomaterial, Bio imaging, Bioscience, Bio informatics, Biomedical Engineering, Cancer Biology, Stem cell research, Cell apoptosis and applied Biotechnology (BCS- 2018) Organized by Dr. Govind Chandra Mishra Educational Foundation.

3rd National level conference on Enhancement in Biomedical Engineering and Health care- 2020 at Adhiyaman College of Engineering