

Dipesh Kapoor

Date of Birth : 17 March 1983

Citizenship: Indian

Contact

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Key Skills

With experience into multiple marketing streams, have had exposure of functioning in various marketing systems. Have been working closely and collaborating with the management for crafting, introduction and implementation of branding & marketing strategies, including:

Brand Development Brand-led Strategies Brand Campaigns Brand Image Organization Positioning	Outreach Activities Events Outdoor Advertising Marketing Collaterals Public Relationship	Online Marketing Social Media Marketing Website Revamping Search Engine Reputation Management	Product Planning CRM Vendor Handling Content Development
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Work Experience

Jaypee Hospital, Noida

Mar ' 16 to till date

Manager – Branding (Sales & Marketing)

- ✓ Corporate Brand Campaign
- ✓ Specialty Campaigns – conceptualization, planning, execution & analysis
- ✓ Strategizing media for target campaigns
- ✓ Website Revamping & Designing
- ✓ Outreach Events – planning & execution
- ✓ Online Marketing including social media promotions

Key Achievements:

- ✓ Initiated Digital Marketing Campaign along with Social Media Boost
- ✓ Average weekly reach on social media increased from 1,819 to 1,00,000 during last 1 year, with total weekly post engagement – 23,000 approx
- ✓ Total monthly post reach increased from 15,624 to 9,30,000+
- ✓ Seniors Connect & Community Connect Launch
- ✓ Patient Testimonials & Doctors' Bites to create greater engagement & buzz
- ✓ Long Pending Collaterals like Corporate Brochure got completed & approved in 23 days
- ✓ 5S implementation for Marketing Store
- ✓ Started planned campaigns with proper budgeting & execution
- ✓ Marketing strategy, collaterals & onsite installation of signage for Chitta Bulandshahr Hospital

Hashtagit, Gurgaon

Manager – Advertising & Branding

Aug ' 15 to Feb '16

- ✓ Key Account Management
- ✓ Developing Brands & Creatives
- ✓ Strategizing Social Media Campaign for Clients
- ✓ **Conceptualizing Marketing Campaigns for Healthcare Clients – Asian Hospital, Saroj Hospital, Surya Mother & Child Hospital, Aakash Hospital, CryoBank, Cocoon Hopsotel, Alpha Dental Centre & Clove Dental**

Sarvodaya Hospital, Faridabad**May '14 to August ' 15****Dy. Manager – Branding**

- ✓ Re-branded & Launched the new logo & brand for Sarvodaya
- ✓ Strategized plans for brand building
- ✓ Developed brand positioning strategies & brand sustenance
- ✓ Designed marketing collaterals & campaigns
- ✓ Strategized media for target campaigns

Paras Hospitals, Gurgaon**January '12 to April '14****Asst. Manager – Branding**

- ✓ Developed brand guidelines & strategized plans for brand building
- ✓ Campaign planning & execution
- ✓ Strategized outdoor advertising, signboards
- ✓ Website Revamped
- ✓ Strategized Social Media platforms, development & management
- ✓ Community outreach activities including camps & events
- ✓ Internal branding

Sovereign Health India Pvt. Ltd.**Aug' 08 to Jan '12****Sr. Marketing Executive**

- **Sovcal: Branding**

- ✓ Developed Marketing team with Resource Planning and Task prioritization
- ✓ Managed end-to-end planning and execution of marketing and brand activities
- ✓ Brand promotion via strategizing unique promotional activities
- ✓ Strategized onsite events and conferences to promote the brand
- ✓ Worked on SEO & PPC activities and SEO vendor & reporting
- ✓ Designed and worked on developing intranet portal for project management

- **Sovcal: CRM**

- ✓ Independently customized and implemented the CRM process
- ✓ CRM research, analyzing the vendor proposal, vendor meeting and finalizing the CRM tool
- ✓ Documented the complete process, created 3rd level document for the process
- ✓ Developed training material & videos to conduct CRM training for BD team
- ✓ Campaigns via CRM, specially driving lead generation via alumni programs

- **Neurobic: Product Development**

- ✓ Conceptualized new product, part of its planning and development team
- ✓ Developed brand strategy and brand-led communication
- ✓ Activities to develop Neurobic as a brand
- ✓ Designed and developed marketing collaterals
- ✓ Designed subscription model & planned driving model for subscription base
- ✓ Developed blog, social media platform, innovative things to entice user
- ✓ Planned and executed complete customer support process, its web application and system
- ✓ Implemented e-commerce platform & training of customer care executives

Education

2006 to 2008 **Post Graduation Diploma in Management**
Marketing and IT, Aravali Institute of Management

2002 to 2005 **Bachelor of Computer Science**
Lachoo Memorial College of Science and Technology