

RESUME

VINEET BALI

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ADDRESS OF CORRESPONDENCE

Flat No. 2219-B, Block 13, 2nd floor, Chandigarh Housing Board Complex, SEC-63, Phase-9. Mohali-160055.

CAREER PROFILE

A versatile, creative and hard-working professional with nearly 6 years of experience as a Technical and Medical Content Writer, specialized in Information Technology, APIs, Mobile Apps, Ecommerce, Healthcare, Professional Cleaning and Transportation Services.

OBJECTIVE

Looking for an opportunity in a professionally managed organization where my professional knowledge and skills are best utilized to achieve the desired quality standards and growth in business.

TOTAL WORK EXPERIENCE: 18 Years 7 Months

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|---------------------------------------|-------------------|
| a) Technical/Medical Content Writing: | 5 years 10 months |
| b) Copywriting & Medico Marketing: | 8 years |
| c) Pharma Purchase & Procurement: | 2 years 1 months |
| d) Retail Pharmacy: | 1 year 7 months |
| e) Pharma Sales & Marketing: | 11 months |

PROFESSIONAL QUALIFICATION

- Bachelor in Pharmacy, MDU, Rohtak, HARYANA.
- MBA (Pharmaceutical Management), NIMMS, MUMBAI.

CERTIFICATION

- Certified Medical Transcriptionist.
- Registered Pharmacist, HSPC, Panchkula.

SOFTWARE SKILLS

- Wordpress, Corel Draw, Adobe Photoshop, MS-Word/Excel, Power-point, MARG, Escribe.
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PROFESSIONAL DETAIL (Starting from Current Employer)

1. KV Soft Soulutions, Block-B, 512, Bestec Tower, Mohali (May 2018- Still Working)

Designation: Sr. Content Writer

Responsibilities:

- Providing unique and SEO friendly website content for transportation and cleaning services operating in Australia, New Zealand, Canada, the United Kingdom, and India.
- Writing engaging articles, blog posts, press releases, and News Articles.
- Providing Content for Audio/Video scripts, Banners, Brochures, PPTs, and Infopedia.

Expertise: SEO content writing & promotion, Copywriting, Copy-Editing, and Content Optimization.

2. BIKHAM INFORMATION TECHNOLOGY, Mohali (November 2017- March 2018)

Designation: Sr. Content Writer

Responsibilities: To Provide

- Website content, Articles, Blog posts for IT, Healthcare, and Medical Billing services.
- Engaging content for Social media posts, campaigns, banners, and press release.
- Content for Audio/Video scripts, PPTs, and Infopedia.

Expertise: Software, IT, medical billing, Healthcare, Ecommerce, Copywriting, Copy-Editing and Content Optimization.

3. INDIA MARKET SOFTECH, LIMITED, Mohali (April, 2017-November 2017)

Designation: Sr. Technical Content Writer

Responsibilities: To Provide

- Content for in-house and third-party business websites such as Healthcare, IT, Ecommerce, and Tourism services.
- Social media posts, Email marketing, and press release.
- Articles, blog posts, and meta-descriptions.
- Content for Videos, Banners, Brochures, PPTs, and Infopedia.
- Content Research and Writing.

Expertise: Direct-Client Servicing, Clinical Research, Copywriting, Content Optimization, Social Media Marketing.

4. BRIHASPATI INFOTECH PVT LTD, Mohali (Jan 2014- Dec 2016)

Designation: Technical Content Writer

Responsibilities: To Provide

- Website content for IT Services, Apps, APIs, and Ecommerce platforms.
- Articles, Blogs, and Meta-descriptions.
- Wordpress blog creation and link promotion on various online platforms.
- Content for Infopedia, PPT, and Video creation.
- Facebook Business and Email marketing.

Expertise: Ecommerce platforms, Mobile Apps, APIs, Email Marketing, Facebook Business, Google Analytics, Adwards, Webmaster, Direct Services to US Clients.

5. GOPAL LIFESCIENCES, Panchkula. (May 2012-June 2014)

Designation: Manager (Pharma Procurement & Purchase)

Responsibilities:

- Vendor development for Cartons, Labels, Packaging and Raw Material.
- Development approval of packaging artworks.
- Keeping Record of approved artworks
- Cost analysis and purchase orders.
- Procurement of RM and Inventory management.
- Inspection of Packaging Vendor
- Timely payment processing.
- Contract settlement.

Expertise: Vendor Development, Packaging Development, Negotiation, Quality Inspection, Inventory Management.

6. MPPL (A Subsidiary of IND-Swift Ltd.), Panchkula. (Aug 2005- April 2012)

Designation: Sr. Copywriter (Medico-Marketing)

Responsibilities:

- Take client briefing for visual-aids, promotional material and packaging.
- Share ideas with designing team, image selection, providing reference based medical content and punch lines.
- Edit and proofread visual aid, packaging and promotional materials.

- Teamed up with creative desk for Healthcare Magazines and Journals.

Expertise: promotional material for Medico-Marketing, Healthcare Copywriting, Article research, Medical content writing, Proofreading.

7. MEDIVISUAL CREATIONS, (A leading Pharma Advt House) Chandigarh.(Oct 2004-July 2005)

Designation: Product Executive (Medico-Marketing)

Responsibilities:

- Taking product briefing, providing concept and content for designing of visual-aids, promotional and packaging materials.
- Sharing ideas or concept with designing team, image selection, providing reference based medical content and punch lines.
- Editing and proofreading of pharma printing product's promotion and packaging materials.

Expertise: Medico-Marketing, Pharma/Healthcare Copy-writing, Content for printing and promotional materials, Article research, Medical content writing, Pharma Packaging Proofreading.

8. THUKRAL CHEMISTS, Mohali (Feb 2003-Sep 2004)

Designation: Retail Pharmacy Incharge

Specialities

- Always punctual.
- Dispensing medicines over prescription
- Solving patients' doubts or problems regarding medical or health-related issues.
- Consulting with doctors for clearing any confusion or doubt, a problem regarding medicine or patient health.
- Keeping records in a system regarding finished, unfinished and on patient's ordered medicines.
- Providing all needful information to pharmacy in-charge at the closing time.

Expertise: Dispensing doctor's prescriptions, Record-keeping, Stock management.

9. PLETHICO PHARMA LTD, Indore. (March 2002- Feb 2003)

Designation: Sales Officer

Responsibilities:

- New product launching, promotion and selling to doctors and retailers.
- Market research and monitoring competitor's activities.
- Putting best efforts to boost-up sales and achieving assigned targets.

Expertise: Relation building, Sales promotion skills and abilities, Market research analysis, Strategic Approach.

PERSONAL INFORMATION

- DOB: September 18, 1977
 - MARITAL STATUS: Married
 - LANGUAGES: English, Hindi, Punjabi
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Current CTC:	INR 418000 / per annum
In-Hand Salary:	INR 34833 / per month
Expected In-Hand Salary:	INR 40000/ per month
Joining Time:	1 month or when relived

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