

SHIVANI ARORA

Product Strategy & Brand Marketing | Healthcare

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PROFESSIONAL EXPERIENCE

Meril Life Sciences (ENT Division) | Assistant Manager – Marketing

Vapi, Gujarat | Jan 2026 – Present

- Sleep Apnea Division Launch:** Led end-to-end launch of Meril's Sleep Apnea division — from market assessment and portfolio planning to go-to-market execution — establishing a new revenue vertical.
- Business Model Development:** Built the Sleep Apnea portfolio business model from scratch, covering product-market fit, target segments, revenue potential, and channel strategy.
- Snoring is Warning Campaign:** Developed and executed a consumer awareness campaign using snoring as a health warning signal to drive 15% early diagnosis.
- OKR Framework for Marketing Strategy:** Spearheaded the implementation of an OKR framework, aligning marketing priorities with business growth targets, and achieving 22% alignment between marketing objectives and ENT sales targets.
- KOL & Institutional Engagement:** Managed relationships with 30+ key opinion leaders and institutional accounts to drive brand visibility and product uptake.

Meril (ENT Division) | Management Trainee – Marketing

Vapi, Gujarat | Jul 2024 – Dec 2025

- Digital Campaign Management:** Designed and planned multi-channel digital campaigns and webinar series, generating 400+ qualified leads and improving conversion rates by 15%.
- Brand Awareness & Campaign Execution:** Conducted 'Treatment Zaroori Hai' awareness campaign; drove 20% engagement increase and 50+ institutional adoptions through vendor and stakeholder coordination.
- Content, Sales Enablement & Training:** Developed marketing collateral and training resources, reducing team onboarding time by 40%.
- Digital Platform Optimisation:** Implemented data-driven UX strategies across mobile app and website, delivering 25% organic traffic growth.
- Campaign Compliance & Vendor Management:** Coordinated concurrent promotional campaigns with external agencies, maintaining 100% regulatory compliance.
- Performance Analytics & Reporting:** Tracked campaign metrics and consumer insights; prepared reports and presentations for senior leadership.
- Research & Cross-functional Coordination:** Conducted consumer research and competitive benchmarking; collaborated with sales, medical affairs, and regulatory teams to support on-time product launches.

Exeltis India | Market Research Intern

Hyderabad, India | Jun 2023 – Jul 2023

- Competitive Intelligence:** Identified 20% untapped market potential through systematic competitive analysis and KOL interviews.
- Consumer & Stakeholder Insights:** Collected 200+ stakeholder responses from CROs to inform strategic and brand planning.
- Performance Reporting:** Delivered insights reports to senior management, contributing to a 15% KPI improvement.

WhiteHat Jr. | Marketing Intern

Online / Remote | Sep 2021 – Dec 2021

- Customer Outreach:** Generated 500+ daily touchpoints through 50+ daily consumer interactions, achieving 20% engagement increase.
- Consumer Research:** Analyzed 1,000+ customer surveys, resulting in a 15% lift in course completion rates.

EDUCATION

MBA – Pharmaceutical Management | NIPER, Hyderabad

Aug 2022 – May 2024

CGPA: 8.54 / 10.0 | AIR 197 in National Entrance Exam

Bachelor of Pharmacy (B.Pharm) | Modern Institute of Pharmaceutical Sciences, Indore

Aug 2017 – Jul 2021

Percentage: 78%

CERTIFICATIONS

Data Analytics for Product Management & Pharma Consulting — Learnmix

Sep 2023

Microsoft Power BI Desktop for Business Intelligence — Udemy

Feb 2023

Excel Skills Virtual Experience Program — JP Morgan Chase & Co.

Jan 2023

Fundamentals of Digital Marketing — Google Digital Unlocked

Sep 2022

AI Tools & ChatGPT Workshop — be10x

Apr 2026

CORE COMPETENCIES

- Brand & Marketing:** Brand Positioning, Go-to-Market Strategy, Campaign Execution, Product Marketing, Category Management
- Market Research & Insights:** Consumer Research, Competitive Analysis, KOL Engagement, Stakeholder Interviews, Opportunity Sizing
- Digital Marketing:** Multi-channel Campaigns, CRM, SEO/Organic Growth, Webinar Marketing, Digital Platform Optimization
- Data & Analytics:** Campaign Analytics, Power BI, MS Excel, KPI Tracking, Performance Reporting
- Strategy & Planning:** Campaign Planning, Business Alignment, Cross-functional Collaboration, Vendor & Agency Management