

NEHA RAGHU

Product Manager | Product Specialist | Brand Manager | Brand Specialist | Business Development Manager

I am a brand and product professional with hands-on experience managing pharmaceutical and aesthetic brands across their full lifecycle, from market research and product development to launch, promotion, and sales optimization. I bring a strong understanding of consumer behavior, digital marketing, and regulatory requirements within the healthcare and cosmetics sectors. I work closely with cross-functional teams, suppliers, and sales teams to translate insights into commercially successful products. I am driven by building brands that combine clinical credibility, market relevance, and sustainable business growth.



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WORK EXPERIENCE

Brand Manager – Marketing (Pharmaceuticals) Aakaar Medical Technologies

February 2023 – September 2025

- Conducted comprehensive market research on skincare devices and formulations, including Femichair, Magnus Q-Switch, and Veratouch CO₂ Laser, to support product development and portfolio expansion.
- Led the end-to-end launch and management of multiple brands such as Tubelite Skincare Range, Exoluxe Medifacial, Pumpkin Facial, Pink Peel, Saypha Fillers, Etrellum Range, Siax Botulinum Toxin, Aqu Lift Threads, and supporting promotional campaigns in Dubai.
- Planned and executed digital marketing initiatives across SEO and social media platforms, contributing to a 50% increase in online sales and improved brand visibility.
- Collaborated closely with R&D, design, and regulatory teams to ensure product alignment with consumer preferences, market trends, and compliance standards.

Junior Marketing and Research Executive Innoips | India

February 2020 – August 2022

- Conducted secondary and primary market research on surgical devices, competitors, and emerging healthcare technologies to support strategic decision-making.
- Prepared corporate presentations and reports highlighting market insights, trends, and actionable recommendations for senior management.
- Led primary research initiatives involving hospital staff to assess perceptions of healthcare IT solutions and identify areas for product enhancement.
- Managed medical documentation and data classification processes, ensuring accuracy and compliance with international regulatory standards.

ACHIEVEMENTS AND ACTIVITIES

- Hosted pre-conference and valedictory ceremonies at SYMHEALTH 2022, a national-level healthcare conference.
- Represented Symbiosis International University during the NAAC Reaccreditation process.

SKILLS

Brand and Product Portfolio Management | Data Analysis

Digital Campaign Planning (SEO and Social Media)

Sales Performance Tracking | Business Communication

Retailer and Distributor Relationship Management

Training and Sales Support Materials

EDUCATION

Master of Business Administration (MBA) – Hospital and Healthcare Management

Symbiosis International University

Bachelor of Technology (B.Tech) – Electronics and Communication Engineering

NSS College of Engineering

ACADEMIC RESEARCH

MBA Dissertation: Impact of Digital Marketing on the Pharmaceutical Sector

Conducted research on digital marketing strategies and their influence on customer engagement, brand perception, and competitive positioning within the pharmaceutical industry.

CORE COMPETENCIES

- Product Development and Lifecycle Management
- Brand Strategy and Market Positioning
- Go-to-Market Planning and Execution
- Market Research and Consumer Insights
- Digital and Social Media Marketing
- Sales Enablement and Channel Support
- Regulatory Compliance and Documentation
- Cross-Functional Collaboration

LANGUAGES

- English – Full Professional Proficiency