

# VARSHA VAIDHYANATHAN



MBA – MARKETING – IIM UDAIPUR  
FUTURE LEADERSHIP PROGRAM – SALES & MARKETING – GSK

## RESUME OBJECTIVE

Looking to leverage my skills in a marketing role and a productive environment, where I can gain more knowledge and perform to the best.

**About Me** – An MBA graduate from IIM Udaipur, with 3.5 years of total experience. This includes 1.5 years of Sales & Marketing experience at GlaxoSmithKline- handling various roles such as *project management, launch marketing, digital marketing, customer engagement, key-accounts management, category creation, content creation, scripting, sales management and people management.*

## ACADEMIC PROFILE

MBA	2019-21	IIM Udaipur	2.98/4
BE	2013-17	Thiagarajar College of Engineering	93.7%
XII	2013	TVS Matric Hr Sec School	96.3%
X	2011	TVS Matric Hr Sec School	94.6%

## WORK EXPERIENCE

GlaxoSmithKline Pharmaceuticals Ltd July 2021 - Present  
Sales & Marketing Trainee (Mumbai, Bangalore, Chennai)

## RECOGNITION

1. Won **1<sup>st</sup> place for overall performance** in training period. Won **global employee recognition award** with cash prize.
2. New design of on-boarding program got **approved by MD, NSM** and is currently in the **implementation phase** (got selected in the **top 4 project** list to **represent GSK India** in Asian quarterly meet).
3. **External recognition**- Awarded '**Best Sales On-boarding Program**' in 2<sup>nd</sup> Annual Sales L&D Summit out of 56 entries

*Established new vaccine category in North Bangalore*

- ✓ Converted 6 corporate & 55+ trade customers in 4 months with pitch customization
- ✓ Engaged 120+ customers in F2F meetings without honorarium & Generated 4x more sales for flu vaccination category

*Redesigning on-boarding experience for sales force (Netflix based digital interaction)*

- ✓ Vendor negotiation - final savings of 14L/2hr digital-interactive content. Skill score increased from 65% to 71% in 3 months & 90% improvement via process optimization
- ✓ Designed 6-month program - 5 phased certified hybrid model, post primary research (30+companies), FGD etc. Ideation & scripting for 'Omni-Representative' strategy used

*People management (Trainee Area manager)*

- ✓ Case study, concept introduction video for 'Emotive Selling' marketing strategy
- ✓ Improved teams' lead parameters by 27%, lag parameter by 1.3% for upcountry Hq, prepared a team member to reach last round of ABM interview (awaiting results)

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## Highlights

- 'Best Outgoing Student' – All rounder
- 'Global Employee Recognition' awardee in all three stints at GSK
- Vice President – Toastmasters Society
- 'Best Sales Onboarding Program' Awardee in 2<sup>nd</sup> Annual Sales L&D summit
- Selected in Top 4 projects, representing GSK India

1. *Re-launched Zoho Books business software & integrated third party accounting software* to improve visibility and automation
2. Voluntarily handled *customer service* during GST launch to tackle HR shortage

## INTERNSHIP

<i>Design of digital - customer engagement structure</i>	✓	Primary research with doctors(50+) to understand customer lifestyle, digital preferences, touch points, competitor analysis
	✓	Chosen as one of the <i>top 4 projects</i> (out of 35) & presented to <i>ILT</i>
	✓	Recommendations accepted for next phase ( Eg - whatsapp, email)
<i>Pre-launch customer perspective analysis</i>	✓	Requested as additional project, completed in 15 days (75 call-25 email credible responses), shared recommendations for launch
	✓	Interviewed 13 rare specialists without using company database
	✓	Offered PPO for being resourceful, learning oriented, good at ideation & agile in responding to challenges

## ACADEMIC ACHEIVEMENTS

1. Received "*The Best Outgoing Student*" award and gold medal for the same, by TCS
2. *Paper Publications* – On 'Student's Study Habits'-International Conference at *IIM Bangalore* and two papers at IEEE International conferences (IEEE Xplore)
3. *Certifications* - Basics of Digital marketing, *Google*. Basics of Inbound marketing, *HubSpot*

## POSITIONS OF RESPONSIBILITY

### Student in charge, Marketing Club

1. Conducted "M-Talk" (educational series) with-*Google, MakeMyTrip* (200+Att)
2. Instagram content creation (Follower *growth: 48%, Engagement: 9.3 to 8.2%*)
3. Organized, Emceed for marketing summit -speakers from *TOI, DELL...* (250+ Att)

### Vice President, Toastmasters Society

1. Organized *30 weekly meeting*. Achieved 16 member progressions for Level 1, 2
2. Won "*Presidents distinguished club*" award (highest) for first time in 7 years
3. Part of Toastmasters leadership institute, collaborated with 5 regional clubs

### College Fests Management

1. Selected as *Head - Marketing &PR* for IIMU sports fest 2021 among *100+ applicants*
2. Ideation, offline marketing & even coordination in National Level Tech Symposium

### Team Lead – Quality Circle Council

1. Won 2<sup>nd</sup> place (Studied 150+ pre-final year students & devised 3-month plan)

## EXTRA CURRICULAR ACHIEVEMENTS

- **Music (Lead Vocalist)** → *First in district level, Second in inter-college* contest, organized/performed and judged contests for music societies
- **Public Speaking** → Emceed international workshop, First in English debate, best speaker/evaluator-toastmasters society IIM Udaipur
- **Social Responsibility** → Member(*mentored students, organized events*), *Animal lover*, Grade A - *green revolution* certification (ICCE)
- **Managerial** → Won second prize in inter college managerial event - *Best manager* conducted by CIT, Tamil Nadu

## Skills

*People Management*

*Collaboration*

*Negotiation*

*Digital Marketing*

*Key-Account Management*

*Category Launch Marketing*

*Competitor Research*

*Content Creation & Scripting*

*Communication*

*Project Management*

## Languages

*English*

*Hindi*

*Tamil*