




T.S SHINY

Healthcare Branding &
Management Expert

Contact

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About Me

Experienced healthcare branding & management professional with a strong background in marketing and leadership. Seeking a marketing/ leadership position in healthcare industry to leverage expertise in enhancing patient care quality and operational efficiency.

Skills

- Canva & AI Tools Expert
- AI Content Creator
- Digital Marketing
- Web Designing
- Healthcare Leadership
- Strategic Planning

Education

• 2023 - AI In Healthcare, Stanford University Online.

Gained knowledge in innovative applications to revolutionize patient care and healthcare operations. Acquired skills in AI, that made me a forward-thinking professional ready to drive positive change in the healthcare industry.

• 2019 - Executive Diploma in Healthcare Management, LIBA.

Throughout the program my role as the batch representative/ leader allowed me to demonstrate my leadership skills and ability to effectively communicate with my peers, faculty, and administrative staff.

• 2008 - B.Sc Biotechnology, Andhra University.

My study experience was characterized by a combination of theoretical knowledge and practical application, allowing me to develop critical thinking, problem-solving abilities, and techniques essential in the field of biotechnology.

• 2005 - Higher Secondary, Ashram Public School(CBSE)

Throughout my school experience, I demonstrated a strong passion for both academics and extracurricular activities. I excelled in science projects, showcasing my expertise in research, experimentation, and presentation skills.

Professional Skills

- Proven track record in healthcare management and hospital administration, including strategic planning, & staff management.
- Strong leadership and team-building skills, with the ability to motivate and inspire staff to achieve organizational goals.
- Collaborated with healthcare team members to develop and implement patient care plans, ensuring optimal outcomes and patient satisfaction.
- Ability to communicate effectively with patients, families, and healthcare team members.

Professional Experience

● ELIXIR CARE

Co-Founder, Director

Jan 2021 - Till Present

I am involved in strategy and roadmap planning, taking valuable ideas to market, working with doctors to provide best possible patient care and ensure customer satisfaction.

● ARK SKIN CLINIC

Marketing Head

Mar 2024 - Till Present

I lead strategic marketing initiatives to promote the clinic's services and enhance its online presence.

● GM ENTERPRISES

Web Designer & Marketing Head

Nov 2022- Aug 2023

Working closely with the team, I implemented social media marketing strategies to drive traffic to the website and social media platforms.

● SIXTY PLUS

Chief Operating Officer

Mar 2021 - April 2022

I provided strategic leadership, overseeing operations, business development, and organizational growth.

Freelancer Experience

● ACS-AMRI (Advanced Medical Research Institute)

Freelancer Designer

● SREE BALAJI DENTAL COLLEGE

Freelancer Designer

● REACH MULTISPECIALITY HOSPITAL & HOME MED CARE

Freelancer Designer

Created visually appealing and easy-to-navigate websites showcasing services, doctor profiles, patient testimonials, and appointment booking features. Delivered cohesive brand identity designs, including logos, color schemes, and layouts, tailored to build trust and professionalism with prestigious medical institutions.

Languages

- English, Tamil, Telugu.