

Sima Sanghvi

49 Rock Harbor Lane, Foster City, CA • smsah5@gmail.com • 415-430-7795

HIGHLIGHTS OF QUALIFICATIONS:

- 18 years of advertising, marketing communications, television production and promotion experience
- Skilled in advertising and promotions strategy, account management, video production, relationship development, market research moderation, community affairs, event planning, presentations and public speaking
- Have worked with clients in the following healthcare specialties: laboratory diagnostics, cardiovascular, dermatology, women's health, hospital and health services, ophthalmology and optometry, pain management and respiratory health

WORK EXPERIENCE:

MARKETING COMMUNICATIONS CONSULTANT

Independent Contractor | August 2013 – Present

- Lead branding workshops for social enterprise start-ups in India and provide marketing communications guidance
- Account Director for leading healthcare and medical device-focused agencies in San Francisco - managing client accounts, leading strategic planning and managing creative teams

DUDNYK (formerly Stratagem Healthcare Communications) San Francisco, CA

Account Supervisor | July 2012 – March 2013

- Lead strategic planning and managed creative development for medical device, diagnostic, hospital and pharmaceutical clients
- Managed multi-national pre-launch efforts for an industry changing diagnostic instrument through an extensive discovery process, involving international teams and customers across multiple departments
- Developed strategies and executed the consumer launch of a pharmaceutical dermatology product, reaching more than 10 million women through online and print channels

STRATAGEM HEALTHCARE COMMUNICATIONS San Francisco, CA

Account Supervisor | June 2009 – July 2012

- Managed all consumer and physician advertising efforts for a leading Bay Area hospital, with an annual budget of \$4 million, leading to a 20% increase in patient volume
- Executed and managed the launch of numerous integrated consumer and physician campaigns utilizing extensive online, mobile, outdoor, television, radio, and print channels
- Develop marketing communication plans, recommending online, mobile and offline strategies

Senior Account Executive | February 2007 – June 2009

- Co-launched a \$500K direct-to-consumer, multi-language marketing campaign utilizing cable television, transit, and direct mail for a Medicare insurance plan
- Created tactical communication plans, incorporating traditional and digital outlets
- Drafted and pitched new business proposals for agency prospects
- Produced and edited videos for clients and agency-related activities

Account Executive | June 2005 – February 2007

- Managed and directed day-to-day efforts of all agency staff around client projects
- Developed creative strategies for client campaigns
- Devised and negotiated budget estimates for client projects

C-SPAN Washington, D.C.

Promotions Producer | November 2003 – May 2005

- Developed network promotions strategy targeting 60 million viewers of C-SPAN 1, 2 and 3 networks and website
- Wrote scripts and conceptualized graphics for promotional spots
- Edited video and audio for promotional spots using Avid Media Composer

TURNER ENTERTAINMENT GROUP Atlanta, Georgia

Executive Assistant to the Senior VP of TNT Programming | October 1999 – December 2002

- Member of *TNT's Competitive Task Force*; researched and analyzed cable network programming strategies to present to entire network
- Provided feedback on program submissions and potential movie and series acquisitions
- Summarized all off-network hour and half hour programs available for licensing
- Managed travel and office expense items for department budget

EDUCATION:

Bachelor of Arts in Journalism: Telecommunication Arts | 1999

University of Georgia; Athens, Georgia

Cum Laude with Honors

ACTIVITIES AND SERVICE:

- **ServiceSpace volunteer and team leader** – Volunteer coordinator for Karma Kitchen (a gift economy restaurant concept)
- **Improv workshop facilitator** – co-lead improv theater workshops for non-profit organizations, retreats and private events