

Tamiliniyan Nallan Subramaniyan

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Professional Summary

Creative and impact-driven Senior Branding and Marketing professional with 8+ years of success enhancing brand reputation, executing awareness campaigns, and building strategic partnerships in the healthcare sector. Proven expertise in hospital branding, stakeholder engagement, digital marketing, and corporate communications. Passionate about driving patient outreach, brand positioning, and measurable community impact. Currently expanding digital marketing expertise through freelance projects for healthcare and retail clients.

Core Competencies

- Hospital Branding & Reputation Management
 - Healthcare Marketing & Patient Outreach
 - Digital Marketing & Social Media Management
 - Basic Graphic Design (Canva)
 - Strategic Partnerships & Stakeholder Engagement
 - Event Marketing & Health Awareness Campaigns
 - Corporate Communications & Public Relations
 - Brand Development & Positioning
 - Lead Generation & Market Research
 - Client Relationship Management
 - Internal & External Communications
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Full-Time Professional Experience

Relationship Manager | Hospital Branding & Corporate Engagement

Sundaram Hospitals Pvt. Ltd., Trichy, Tamil Nadu

May 2023 – May 2025

- Strengthened hospital brand visibility by spearheading 25+ corporate wellness programs and community health initiatives.
 - Built and nurtured strategic partnerships with over 15 corporate clients, contributing to a 20% rise in patient footfall.
 - Collaborated with marketing teams to implement targeted awareness campaigns across digital and offline channels, enhancing lead conversion.
 - Expanded the referral network by 35% through proactive relationship building with clinics, physicians, and healthcare stakeholders.
 - Optimized hospital's website and social media presence, ensuring brand alignment and effective patient engagement.
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Store Manager | Retail Brand Visibility & Customer Engagement

Kanchi Traders, Pudukkottai, Tamil Nadu

Jan 2022 – May 2023

- Enhanced product visibility and brand presence across retail channels, contributing to an 18% sales increase in the FMCG sector.
 - Led marketing initiatives to promote brand positioning, ensuring optimal product display and market penetration.
 - Strengthened customer relationships and loyalty through effective communication and service excellence.
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Business Development Consultant | Healthcare Branding & Partnerships

Kauvery Hospital Public Ltd., Trichy, Tamil Nadu

Oct 2019 – Oct 2021

- Played a key role in hospital branding by securing high-profile MoUs with BHEL Trichy, Dalmia Cements, and other leading organizations.
 - Led the "School Health Programme," signing 30+ institutional partnerships to promote preventive healthcare awareness.
 - Designed and executed CSR-aligned health campaigns, strengthening community trust and hospital reputation.
 - Drove corporate engagement efforts that contributed to a 22% increase in healthcare service utilization.
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Proprietor | Business Development & Local Market Positioning

Vaani Traders, Trichy, Tamil Nadu

Jan 2017 – Aug 2019

- Developed and implemented brand positioning strategies for construction material supplies, growing market share with 50+ B2B clients.
 - Built strong supplier and customer relationships to reinforce brand reliability and service reputation.
 - Oversaw marketing, pricing, and service delivery to ensure consistent client satisfaction and positive brand perception.
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Project Partner | Community Engagement & Research Communications

Ringin Services, Trichy, Tamil Nadu

Jan 2016 – Dec 2016

- Directed research communications and field operations for projects with Unilever Global and IIHS, enhancing project visibility and community impact.
 - Managed 50+ field staff to ensure timely execution of data collection initiatives across multiple regions.
 - Provided actionable insights and stakeholder reports, supporting evidence-based community health improvements.
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Freelance & Part-Time Experience

Freelance Digital Marketer | Social Media & Brand Promotion

Naveen and Co. (Parryware Showroom), Trichy, Tamil Nadu

Jan 2025 – Present

- Manage social media pages and digital presence for a leading building materials supplier and Parryware

showroom.

- Create engaging content and basic graphic designs using Canva to promote brand visibility and customer engagement.
 - Support online marketing efforts to increase local reach, drive inquiries, and enhance brand positioning.
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Education & Certifications

- Master of Commerce (M.Com.), Bishop Heber College, Trichy – 2015
 - Bachelor of Commerce (B.Com.), Jamal Mohamed College, Trichy – 2013
 - Diploma in Computer Applications (Microsoft Office) – A Grade
 - Certificate in Tally ERP 9 – First Class
 - Typewriting (English) – Junior & Senior Grade, First Class
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Languages

- English, Tamil
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Achievements & Notable Projects

- Led healthcare branding and corporate partnerships resulting in significant growth in patient acquisition and service utilization.
 - Spearheaded CSR health initiatives and awareness campaigns, enhancing hospital reputation and community engagement.
 - Strengthened brand presence in the FMCG and construction sectors through market positioning and stakeholder communication.
 - Drove digital marketing and social media initiatives to improve lead generation and brand visibility for healthcare and retail clients.
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