



ANIMESH MISHRA

Pharmaceutical Product Management | Brand Strategy | Market Research

MBA Pharmaceutical Management candidate with a B.Pharm Honours foundation and hands-on exposure across QC analytics, supply chain, and medical coding. Currently building product management capability through a brand-planning internship at Micro Labs Ltd. Targeting PMT roles where data-driven market strategy and lab-to-market understanding drive portfolio growth.

CONTACT

+91 8989468728
mishra.animesh1324@gmail.com
[LinkedIn Profile](#)
Rewa, Madhya Pradesh

EDUCATION

MBA – Pharma Management
IIHMR University, Jaipur
2025–27 | Pursuing

B. Pharm – Honours
NRI Institute of Pharmacy, Bhopal
2020–24 | 78%

XII – CBSE | 2019 | 64%
X – CBSE | 2017 | 68.4%
Sacred Heart Convent School, Rewa

SKILLS & TOOLS

Analytical Instrumentation
– HPLC · GC · UV-Vis · LC

Clinical Data Intelligence
– ICD-10-CM (500+ codes)

Regulatory
– GMP · CAPA · QC
Documentation

Brand & Marketing
– GTM · Brand Planning
– Secondary Market Research (IQVIA)
– KOL Engagement
– SWOT / PESTEL Frameworks

Data & Communication
– MS Office · Advanced Excel
– Canva · Data Analysis

STRENGTHS

– Analytical Mindset · Adaptability · Quick Learner
– Decision-Making · Cross-functional Collaboration

ACHIEVEMENTS

– NIPER Qualified (2024)
– Honours in B.Pharm. (78%)
– Lead Researcher – Herbal Hand Sanitizer (B.Pharm)

OTHER DETAILS

DOB: 12 February 2002
Languages: English, Hindi

INTERNSHIP EXPERIENCE

Product Management Intern | Micro Labs Ltd.

01 May 2026 – 01 Jul 2026

- Conducted market research and customer insights analysis for Rasagiline to support brand planning and positioning in the CNS therapy area.
- Assisted in designing and executing the brand plan for Apixaban, including promotional strategy, channel selection, and product positioning for target HCP segments.
- Analyzed competitors and therapy trends using SWOT and PESTEL frameworks to inform product strategy and lifecycle planning decisions.
- Collaborated with cross-functional teams — medical, marketing, and field force — to align promotional materials with brand objectives and timelines.

QC Analyst (Internship) | Unidrug Innovative Pharma Technologies Ltd., Indore

01 Jul 2023 – 15 Jul 2023

- Operated HPLC, GC, UV-Vis & LC on live pharmaceutical batches — processed 20+ samples per cycle with zero batch-release delays during peak production.
- Spearheaded CAPA-driven process improvements that strengthened drug quality standards and sustained brand trust across medical and plant teams.
- Applied GMP compliance protocols feeding real-time release decisions — building credibility across medical, regulatory, and production stakeholders.

Pharma Industry Trainee | SAGE University / Indian Capsule Ltd. & Ayurvedic Facility, Bhopal

Jun 2023 – Jul 2023

- Completed end-to-end supply chain walkthrough across two live facilities — raw material intake to finished dosage form dispatch.
- Connected academic pharmacology to commercial realities: dosage form constraints, capacity bottlenecks, and market-entry economics.

ADDITIONAL EXPERIENCE

Medical Coding Analyst (Certified) | E-Cell, IIT Hyderabad

Jan 2024 – Mar 2024

- Achieved proficiency across 500+ ICD-10-CM diagnostic codes — directly applicable to pharmacovigilance, medical affairs, and patient-level data analysis.
- Mapped clinical language to structured healthcare data systems; built fluency in how coding accuracy drives hospital revenue cycles and downstream pharma commercial decisions.

CERTIFICATIONS & PARTICIPATIONS

- Drug Development & Product Management — UC San Diego (Pursuing)
- AI Product Manager Certification — IBM (Ongoing)
- Business Communication Certification — SWAYAM (Ongoing)
- ICD-10-CM Medical Coding Certification — IIT Hyderabad / E-Cell (2024)
- GMP Compliance & Pharmaceutical QC Operations — Unidrug Innovative Pharma Technologies (2023)
- Pharmaceutical Industry-Academia Training — SAGE University, Bhopal (2023); Advanced Excel Workshop — IIHMR University, Jaipur (2026)
- Pradanya Global Health Management Conference 2025 — Participated

