

KUMARAGURU ETHIRAJ.,

BSC.CCT., MBA., PGDTC.,

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PROFESSIONAL SUMMARY

Dynamic Critical Care Technology professional and MBA candidate combining hands-on clinical expertise with advanced data analytics and healthcare management skills. Proven ability to bridge the gap between patient care and operational efficiency. Equipped with certifications in digital marketing and life support (ACLS/BCLS), alongside strong technical proficiency in Power BI, Tableau, and Advanced Excel. Passionate about leveraging data-driven insights and cross-functional leadership to elevate patient outcomes and optimize healthcare administration.

CORE COMPETENCIES

- ☐ Healthcare & Clinical: Patient Care & Management, Medical Procedures, Medication Administration, First Aid, Emergency Response, Transplant Coordination.
 - ☐ Data & Analytics: Advanced Excel, Data Visualization, Power BI, Tableau, R-Programming, Marketing Analysis.
 - ☐ Business & Leadership: Healthcare Management, Digital Marketing, Team Leadership, Problem Solving, Cross-functional Collaboration.
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EDUCATION

- **MBA in Healthcare Management and Marketing** | Pursuing with 8.41 CGPA
 - **Diploma in Transplant Coordinator** | Pursuing
 - **B.Sc. Critical Care Technology** | The Tamil Nadu Dr. M.G.R. Medical University (2020–2024)
 - **Higher Secondary (12th Grade)** | (2020)
 - **Secondary (10th Grade)** | (2018)
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EXPERIENCE

Business Development Executive | Maayan Skill Development Center *June 2026 – Present*

- Spearheaded field visits and B2B partnerships to drive business growth and enrollments.

- Created targeted promotional video content to market technical training programs.
- Managed campus drives and cross-functional reporting to ensure operational success.

Clinical Intern | Melmaruvathur Adhiparasakthi Hospital (2024 -2025) 1 year

- Completed an intensive one-year internship focused on critical care unit operations and comprehensive patient management.
- Assisted multidisciplinary medical teams in administering medication, executing medical procedures, and delivering high-quality patient care.
- **Active Participant | BCLS Trainee Group:** Engaged in rigorous Basic Cardiac Life Support training, ensuring readiness for high-stakes emergency response scenarios.

DATA & MANAGEMENT PROJECTS

- **KTM Customer Purchase Behavior:** Architected comprehensive dashboards using Advanced Excel to analyze customer purchasing patterns, extracting key insights to inform targeted business strategies.
- **OYO Customer Booking Analysis:** Processed extensive customer booking data and developed interactive, dynamic visualizations using Power BI to track booking trends and customer preferences.
- **Smart Bazaar Regional Sales:** Deployed Tableau to visualize regional sales performance, translating complex datasets into actionable, data-driven insights for operational improvement.
- **Social Media Ad Campaign:** Spearheaded marketing analysis utilizing R-Programming to evaluate campaign metrics and optimize digital marketing reach.

CERTIFICATIONS

- **Programme on Implementation of NABH Standards for Hospitals** – National Accreditation Board for Hospitals & Healthcare Providers (NABH), Quality Council of India (2026).
- **Fundamentals of Digital Marketing (Elite)** – NPTEL Online Certification, IIT Kharagpur (2026).
- ACLS & BCLS Certified – Indian Medical Council
- Digital Marketing Certification – Google
- AI in Digital Marketing Certificate – Great Learning

- Marketing Course Certificate – HP Foundation
- Business Law Certification -Saylor university

ACHIEVEMENTS & EXTRACURRICULAR

- Sports Leadership: Regional level cricket player and team captain, demonstrating strategic thinking, teamwork, and high-pressure performance.
- Musical Accomplishments: Regional level keyboardist and Guinness World Record participant in drums.

Languages

- **English:** Professional Working Proficiency
- **Tamil:** Native/Bilingual Proficiency