

RAJESH KOMAKULA
BRANDING PORTFOLIO

ABOUT ME

I am an enthusiastic and Creative Person with over 10+ years' experience in Branding, Communication, Event Management, Creative Designing & Visualization. I am passionate about good communication and collaborating with clients to facilitate creative problem-solving, I enjoy meeting new challenges and utilising my time management and organisational skills to ensure that my work is completed to strict timelines, with a high level of accuracy and attention to detail.

OBJECTIVES

To work in a creative, challenging environment that will hone my skills and help me grow as a professional.

SKILLS

Branding, Marketing Communications, Event Management, Digital Marketing, Vendor Management

TOOLS

Photoshop, Illustrator, Indesign, Coreldraw, Powerpoint, Word, Excel, Wordpress, SEO, Social Media Advertisement, Google Analytics.

EDUCATION

Bachelor of Arts from Kakatiya University

Diploma In Multimedia from Arena Multimedia

Intermediate (M.P.C) from NIOS

S.S.C from Andhra Pradesh Board of Secondary Education

ADDITIONAL INFORMATION

I have good knowledge in Digital Marketing like Website Analysis, Analytics, SEO, Keyword Planner, Social Media Marketing & Advertisement, Google AdWords.

EVENTS

TCS Fit for Life - 2016

TCS InfraMind

Dr Reddys Foundation - Better Skills. Better Jobs

European Society for Medical Oncology - ESMO 2018

South Asian Association for Regional Cooperation - SAARC Summit

American Society of Hematology - ASH 2018

EXPERIENCES

Dr. Reddy's Laboratories

Assistant Manager - Branding & Communication
(Nov 2017 to Present)

Tata Consultancy Services Pvt Ltd.

Business Process Lead - Creative Services
(June 2015 to Nov 2017)

Hibu India Pvt Ltd.

Creative Lead
(Nov 2006 to June 2015)

Way2online Interactive India Pvt Ltd (way2sms)

Graphic Designer
(Jan 2005 to Nov 2006)



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GIFTING IDEAS



COMMUNICATION



STANDEES

SYMPHYSIS
LIFE SCIENCES

Evidence | Engagement | Experience

Hervycta
TRASTUZUMAB

Power to Her

TATA
TATA CONSULTANCY SERVICES

CREATING
VALUE
THROUGH
BUSINESS
CENTRIC
INNOVATION

INTERIOR BRANDING



FLYERS

HER2+ Breast Cancer : Disease Burden & Drug Access

Region	Number of Patients
US	~1,000,000
EU	~500,000
INDIA	~100,000

US & EU population is exponentially lower than that of India but diagnosed cancer incidence cases and access to treatment are much higher due to better infrastructure of diagnosis, government pay model for treatment & awareness. Globally Trastuzumab therapy is recommended in majority of HER2-Positive breast cancer cases still compared to US & EU, drug accessibility is much lower in India due to affordability.

Source: Globocan 2018, Primary Research

Additional Facts on Breast Cancer in India

- 50-64 YEARS**: The incidence rates in India begin to rise in the early thirties and peak at ages 50-64.
- 1 IN 28 WOMEN**: Overall, 1 in 28 women is likely to develop breast cancer during her lifetime.
- 1 IN 22 WOMEN**: In urban areas, 1 in 22 women develops breast cancer during her lifetime.
- 1 IN 60 WOMEN**: In rural areas where 1 in 60 women develops breast cancer in her lifetime.
- 25% INCREASE**: Incidence of breast cancer is projected to go up to 1.9 lakh by 2020 (25% increase).

Source: www.breastcancerindia.net, Primary Research

Breast Cancer Awareness

Good Health Can't Wait.

PRINT DESIGN




POSTERS


Dr.Reddy's 

DOSING AND ADMINISTRATION



REDDITUX 500/100mg
Concentrate for solution for infusion
Rituximab

Dr.Reddy's 



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FUTSAL BPL 2018



Due to rains, the decision has been made to cancel the match today and reschedule it for later. We regret the inconvenience.

Semi Finals:
SERIAL KILLERS Vs. UDTA-MAB
BIO BLAZERS Vs. EAGLES

Please send in your photography contest submissions to biologicscommunications@drreddys.com

For more information on photography contest guidelines, please refer the attachment.



Dear Abhishek H Bhavsar,

On behalf of Biologics team, I would like to congratulate you on winning The Biologics Excellence Award in the category "Best Cross Functional Team".

I take pleasure in inviting you for Aarohan 2019 and look forward to meet you during the event.

May 14th 2019
5:30pm onwards
B-HUB Biologics



Raymond De Vre
Global Head of Biologics



Scripting Success!

Dear Colleagues,

With our continued commitment to our journey of accelerating access to high quality biosimilars worldwide, we have reached another milestone, the upcoming launch of Hervycta® in India.

Happy to share with you that we have received the manufacturing license this month and are all set for launch in Q2 FY19.

This opportunity to thank each one of you and to celebrate this we have a small token for you.

Pick it up on 25th May 2018 in between 12:30pm-2:30pm & 4:00pm-6:00pm, outside cafeteria.

Script this success together and create history once more.



MAILERS

BRANDING



BOOTH DESIGN





PHOTOGRAPHY

THANK YOU