

Dr. Sneha Vasundhara Naramsetti

HEALTHCARE CONTENT CREATOR · DENTIST · HEALTHCARE MARKETING PROFESSIONAL

Visakhapatnam, India | +91 99853 84001 | vasundharasneha32@gmail.com | linkedin.com/in/snehavasundhara |

PORTFOLIO snehavasundhara.com

PROFESSIONAL SUMMARY

Healthcare Content Creator, Dentist, and Marketing Professional with 10+ years of experience across healthcare content creation, clinical practice, hospital administration, product management, and healthcare marketing. Skilled in developing SEO-optimized healthcare content, patient education material, wellness articles, thought leadership content, and digital communication campaigns. Experienced in simplifying complex medical topics into clear, engaging, audience-friendly content while maintaining medical accuracy, readability, and brand alignment, with a strong background in healthcare research, content strategy, stakeholder collaboration, digital marketing, and patient-focused communication.

CORE SKILLS

Content & Writing: Healthcare Content Writing · SEO Content Writing · Content Strategy · Content Marketing · Patient Education Content · Medical Research · Blog Writing · Wellness Content · Thought Leadership · Copywriting · Keyword Research

Marketing & Strategy: Digital Marketing · Brand Marketing · Social Media Strategy · Product Marketing · Market Research · Marketing Strategy · Healthcare Communications

Management & Operations: Stakeholder Management · Project Management · Cross-functional Collaboration · Healthcare Operations · Patient Engagement

PROFESSIONAL EXPERIENCE

Executive Content Creator

Jul 2025 – Present

Policybazaar – Remote

- Create and manage healthcare content across multiple specialties, including repurposed blogs, TOF blogs, op-ed articles, wellness content, and patient education resources.
- Delivered 105+ repurposed blogs out of 125 allocated projects while maintaining medical accuracy, SEO compliance, readability, and content-quality standards.
- Managed a portfolio of 180+ healthcare articles and blogs across preventive care, chronic disease management, wellness, and patient awareness.
- Research medical journals, peer-reviewed studies, and clinical guidelines to create evidence-based content, collaborating with SEO specialists, designers, product teams, and healthcare experts.

Dental Surgeon & Marketing Head

Jul 2021 – Present

Chandmeela Dental Clinic – Visakhapatnam

- Lead clinic marketing, patient engagement, and brand-building to improve patient acquisition and retention.
- Develop and execute digital marketing campaigns, social media strategies, and community outreach initiatives.
- Create patient communication material and manage healthcare branding, content, and digital presence while overseeing clinical operations and quality of care.

Author

Jan 2021 – Present

Self-Employed

- Published the book *“Unveiling Bonds: Journeys of Love, Truth and Family”*, available on Amazon.
- Develop original written content focused on storytelling, communication, emotional depth, and audience engagement, building a personal brand through creative writing.

Product Management Intern

Dec 2020 – Jun 2021

Docquity – Remote

- Conducted market research and competitor analysis to identify user needs, product opportunities, and healthcare market trends.
- Supported product-launch planning, go-to-market activities, user onboarding, and product education, collaborating across product, marketing, and operations teams.

Hospital Administrator

Dec 2017 – Dec 2018

Pradhama Multi Speciality Hospitals & Research Institute Ltd.

- Managed hospital operations, patient services, staff coordination, and administrative workflows.
- Coordinated with clinical and administrative teams to improve service efficiency, process flow, and patient-care delivery.

Dental Surgeon

Aug 2012 – Oct 2017

Chandmeela Dental Clinic – Visakhapatnam

- Delivered comprehensive dental care, diagnosis, treatment planning, and preventive oral healthcare.
- Educated patients on oral hygiene and treatment options, building strong relationships through clear communication and patient-centered care.

EDUCATION

MBA in Healthcare Management

Vignan Institute of Technology and Science · 2022–2024

BDS – Bachelor of Dental Surgery

GITAM Deemed University · 2007–2011

LANGUAGES

English · Hindi · Telugu

PUBLICATION

“Unveiling Bonds: Journeys of Love, Truth and Family”

Author · Available on Amazon

ADDITIONAL SKILLS

Healthcare Research · SEO Writing · Content Planning ·
Content Calendar Management · Marketing
Communications · Digital Strategy · Brand Building ·
Patient Communication · Google Workspace · MS Office ·
Data Analysis · Project Coordination · Campaign Planning