

SARA IQBAL

PERSONAL INFORMATION:

Name:	Sara Iqbal
Permanent Address:	A-191, Block 13/C, Gulshan-e-Iqbal, Karachi – Pakistan
Contact:	Home: 92-21-34664247 Mobile: 0335- 3065 795
Date of Birth:	2 nd of July 1987
Marital Status:	Married
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OBJECTIVES:

I've been associated with some of the leading multinational and local companies. I have developed an understanding of managing small and large teams, large & diversified product portfolios, product lifecycles, finances and profitability, effective utilization of marketing tools in highly regulated and structured market, creative problem solving and customer & consumer insights. I have been involved in training needs analysis and capacity building of sales team. My experience with my desire to learn makes me suitable to join a motivated team and contribute to the success of an organization.

PROFESSIONAL EXPERIENCE:

DECEMBER '15- TO DATE

Manager Marketing & Corporate Relations at Dr. Essa Laboratory & Diagnostic Center (HO)

- Handling 200+ corporate client's portfolio with a team of 28 sub-ordinates.
- Planning & supervising marketing operations to achieve revenue targets.
- Strategizing marketing of 17+ branches.
- Meeting and liaising with corporate clients for building longer relations.
- Facilitating branch managers in understanding client and devising of cost effective marketing strategies & promotional campaigns.
- Planning and implementing marketing campaigns to create company's awareness among customers (corporate & Pvt. Customers).
- Maintaining customer relation programs and tracking customer satisfaction.
- Handling marketing budgets, managing & controlling campaign & writing client reports cost & benefit analysis.
- Generate sales and marketing reports to management when needed.
- Monitoring the effectiveness of campaign (pre/post activity).
- Keeping an updated competitor analysis & marketing trends.

PROFESSIONAL EXPERIENCE:**AUGUST '12 - APRIL '13****Asst. Product Manager at Hilton Pharma Pvt. Ltd**
Pain Management Group

- Energized and reinvigorated the portfolio with clear-cut differentiation from competition with unique segment specific and indication wise detailing. Product portfolio worth ~Rs. 6 bn. secured 20% growth with achievement of 125%
- Managing promotional budget of ~Rs. 40 m. Allocating budget to various cost categories and using budget estimates to create sales projections and targets.
- Training and managing two sales team of 16 ZSMs and 90+ medical reps.
- Designed and conducted CMEs for Doctors
- Empowered the sales force with locally developed, state of the art tools such as CME kits, PDAs, reminder kits, leave away kits etc.

PROFESSIONAL EXPERIENCE:**JULY '11 – JULY '12****Assistant Product Manager at Novartis Pharma Pakistan Ltd**
KAM, Alliances and OS

- Devising and implementing brand strategy for a diverse product portfolio worth Rs.1.2 bn
- Oversee promotional budget of ~ Rs. 20 million. Allocating budget to various cost categories and using budget estimates to create sales projections and targets.
- Managing sales team of 8 Key Account managers, 43 MIOs & 7 ZSMs
- Designed and conducted Institution based Alliance programs such as Strategic Summit.
- Empowered the sales force with locally developed, state of the art tools such as CME kits, PDAs, E-detailers etc.

Project Coordinator (APM) at Novartis Pharma Pakistan Ltd
Pain Management Team (PMT)

During this period have worked with Voltral/Caflam Product Manager. Had to look after Products related to Gynecology

MAJOR RESPONSIBILITIES:

1. Gyne Portfolio (promotional material, campaigns, sales & market monitoring and analysis etc)
2. Sale team Coordination

Responsibilities also included:

- Day-to-day sale analysis with action plans
- Strategic brand management plans and strategies, future forecasting, development of promo support, designing of different brand oriented activities, internal meeting management, training and development of FF etc.

PROFESSIONAL EXPERIENCE:**APRIL '11– JULY '11****MARKETING SUPPORT INTERNSHIP at Novartis Pharma Pakistan Ltd****MAJOR RESPONSIBILITIES:**

Worked on Specifics Projects:

- Brand Reactivation- Syntocinon, Methergin and Miacalcic.
- Media affairs Communication
- Voltral Promotion & Voltral Suppositories Launch
- Novell & VoCa Learn Programs
- Prepared "Pain and Arthritis" information booklet
- Marketing news letter for internal distribution.

PROFESSIONAL EXPERIENCE:**JUNE'09 – SEPTEMBER'09****INTERNSHIP at HS CONSULTANTS PRIVATE LIMITED (14 weeks)****MAJOR RESPONSIBILITIES:**

1. Preparation of reports and presentation for client institutions.
2. Monitoring daily sales and marketing activities

ACADEMIC INFORMATION:

Year	Institute	Qualification
2008 – 2011	Bahria University Karachi Campus	MBA (Marketing) CGPA 3.1
2006 – 2007	St.Josephs college for women	BA (2 nd Div.)
2004 – 2005	D.H.A Degree college for women	Inter (Pre-Med) - Grade B
2003	Gulistan S.A.L. Girls Secondary School	Matric (Science) - Grade A

COMPUTER SKILLS :

Working Knowledge under Windows 98 / 2000 / 2007 /XP& Windows 7 environment.

Experience with Ms Word, Ms Excel, Ms Power Point, Ms Front Page

Internet browsing

Adobe photo shop

OTHER SKILLS AND ACTIVITIES

- Workshop on Building Stronger Brands (Certified 3day workshop)
- Organized a seminar at Bahria university
- Attended seminar on Work life balancing & Corporate governance
- Been a part of consumer survey of Concept testing conducted by Comstar ISA
- Was in school and college sports team
- Member of College magazine Committee
- Creative writer & contributor for College Magazine

REFERENCES

- Will be furnished upon request