

Dr Syed Arif Raza

Healthcare Marketing Professional

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OBJECTIVE:

To obtain a position that will enable use strong sales and marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way.

WORK EXPERIENCE:

➤ Associate, Marketing & Planning



July 2014- Present

- Development of **strategic marketing plans** for the assigned service lines.
- Execution of approved **tactical plans**.
- Organizing **marketing events** including 'lecture based health awareness sessions' and 'health gala' on different world health days.
- Organizing 'health awareness sessions' at different corporations.
- Promotion of hospital services by utilizing different media including **print media, digital media and out of home**.
- Coordination with the advertising agency for the **development of promotional collaterals** including flyers, brochures, newspaper ads, banners, standees, physician referral guide etc.
- Coordination with the printers for **printing of promotional collaterals**.
- Conducting **health talk shows** and **promotional campaign** on FM channels.

➤ Senior Marketing Executive



October 2013- July 2014

- Assisting in development of **strategic marketing plans**.
- Assisting in execution of **tactical plans**.
- Facilitating core marketing team members in organizing **marketing events**
- Organizing '**health awareness sessions**' at different schools.
- Coordination with the advertising agency for the **development of promotional collaterals** including flyers, brochures, newspaper ads, banners, standees, physician referral guide etc.
- Coordination with the printers for **printing of promotional collaterals**.
- Coordinating with physicians to conduct **health talk shows** and **promotional campaign on FM channels**.
- Assisting corporate department in signing **MOU with different 'Corporate and Health Insurance Companies.'**

➤ Product Specialist



April 2012- October 2013

- **Customers and Sales management** of assigned region.
- Developing and maintaining **relationship with the physicians** in the assigned region.
- Development and **management of key accounts**.
- Development of **Key Opinion Leaders (KOLs)**.
- **Delivering presentations** to doctors and other decision makers.
- **Monitoring and analyzing sales and market data** to develop appropriate sales strategies for the region assigned.
- Organizing **Patients awareness sessions, Continuous medical education (CME) Workshops and conferences**.
- Maintaining an **updated record of physicians and decision makers** in the assigned region.
- Providing **product and disease training** to juniors.

➤ Medical Services Executive



February 2009 - March 2012

- **Liaise with and persuade targeted doctors** to prescribe assigned products utilizing effective selling skills.
- **Delivering presentations** to the medical professionals.
- Development of **Key Opinion Leaders (KOLs)**.
- **Monitoring competition** by gathering current marketplace information on pricing, products, new products etc.
- Organizing **Patients awareness sessions, Continuous Medical Education (CME) Workshops and Conferences**.
- Timely completion and submission of **weekly reports** and maintenance of territory **call records** in accordance with company procedures.
- Ensuring **high knowledge level** about the assigned products and disease area.
- Maintaining an **updated record of physicians** in the assigned territory.

EDUCATION:

- | | |
|---------------------------------------|---------------|
| • MBA (Marketing) | Expected 2016 |
| Iqra University, Karachi | |
| • Doctor of Pharmacy (Pharm-D) | 2004-2008 |
| University of Karachi, Karachi | |
| • Intermediate (Pre-Medical) | 2001-2003 |
| Govt. Dehli College, Karachi | |
| • Matriculation (Science) | 1998-2000 |
| Al-Hera Secondary School, Karachi | |

TRAININGS AND WORKSHOPS:

- Neuro-Marketing from IBA
- Presentation Skills from PSTD
- Worldwide Sales Force Excellence
- World Class Practices For Sales Representative
- International Japan Sales Force Activity
- Knowing self in the workplace

SKILLS:

- Effective communication skills.
- Leadership/ Management Skills.
- Good analytical skills.
- Strategic Thinking.
- Creativity /Innovation.
- Team working.

PERSONAL INFORMATION:

Father's Name:	Syed Atiqur Raza
Date of Birth:	February 28, 1985
CNIC Number:	42401-0429998-9
Marital Status:	Single
Religion:	Islam
Nationality:	Pakistani