

# SUNDAS SAIFULLAH

An Enthusiastic, Articulate, Goal-Oriented & Well-Presented Marketer who has a successful marketing record in Pharmaceuticals & experience in Entrepreneurship. Highly efficient & currently working as a sole responsible person for promoting Nutraceutical & Gynecologic Portfolio by designing efficient Marketing Strategies & Plans. Can communicate effectively with key decision makers & would find a challenging position in marketing department within an ambitious company, where i will be able to continue to apply my Entrepreneurship Experience & Learnings from Pharmaceutical Industry & develop my abilities.



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## EXPERIENCE

10.2016 - present

### Kair Pharma- A member of SJ&G group

Marketing Trainee

Responsibilities: Designing & Developing Marketing Strategies & Plans; Analysis of Sales & IMS regularly. Conducting Seminars; Institutional Presentations on Recent Studies & Product Knowledge. Developing KOLs & Medical Liason; managing events & planning CMEs.

02.2014 - 11.2016

### Brand Mafia by Zonash

Owner

Responsibilities: Start-up of a Brand, promoting & managing the business, studio & workshop comprising of 30 workers. Building trust in the market & among clients.

11.2013 - 02.2014

### Text Private Limited

Health Engagement Specialist

Responsibilities: Managing following Healthcare accounts:

- 1) GETZ Pharma
- 2) Rutgerz WFP

Role: Engaging clients with their key customers with via Software through text messages; creating blue books for authentic responses of the FAQs; Attending meetings with clients.

06.2012 - 07.2012

### Liaquat National Hospital

Trainee Pharmacist

Responsibilities: As internee Pharmacist attended all lectures and hand-on training in following disciplines:

In-Patient Pharmacy, Out Patient Care Pharmacy Services, Clinical Pharmacy Services, Drug and Poison Information Services, Oncology Pharmacy Services.

05.2011 - 06.2011

### Ziauddin Hospital

Trainee Pharmacist

Responsibilities: As Intern Pharmacist, worked on dispensing of medicines in In-Patient Pharmacy and Outpatient Pharmacy, formulary formulation, Record keeping, inventory checking & Clinical Rounds

## OBJECTIVES

To work in a competent marketing environment in which focused application of marketing & strategic planning will achieve success & exceed the organization's goals & objectives.

## LANGUAGES

English



Urdu



Punjabi



## SKILLS



Good communication - written and oral skills



Excellent Strategic and Management skills



Efficient Entrepreneur skills



IMS Analytical skills

## PERSONALITY



Communicative



Punctual



Ambitious



Goal Oriented



Creative

# EDUCATION

2016 - present

**College of Business Management,  
Institute of Business Management**

Health & Hospital Management

3.5 GPA

2013 - 2008

**Baqai Institute of Pharmaceutical Sciences,  
Baqai Medical University**

Pharm-D

2.8 CGP

2006 - 2008

**Government College for Women, Shahra-e-Liaquat**

Higher Secondary School Certificate

Grade: B

1996 - 2006

**St. Lawrence's Convent Girls School**

Secondary School Certificate

Grade: A

# PROFESSIONAL DEVELOPMENT

- Attended a 2 days' workshop  
at Shaukat Khanam Hospital Karachi, about Oncology practice in  
Pharmacy- June 2011
- University Visit to GETZ Pharma- 2013.
- Agha Khan Hospital visit by University- 2013.
- 2<sup>nd</sup> National Conference on research in Pharmacy- 2013.
- Seminar on Drug Delivery System in Pakistan- 2013.
- Project on "Live Hospital Pharmacy Setup"- 2012.
- Seminar on Communication Skills- 2011
- Workshop on Concept of Pharmacy in Oncology Practice-  
2011.

# SOFTWARE SKILLS

Word



Powerpoint



Microsoft Excel



# HOBBIES



Pets



Traveling



Gym