



## **NAEEM HUSSAIN**

(Manager Coordination)

**Marital Status:** Single  
**Born:** 16th August, 1979  
**Nationality:** Pakistani  
**Domicile:** Peshawar

**Personal Statement:** Responsible for Promotional activities, marketing campaigns, product documentations, packaging and product campaign/advertising, developing trainings and manuals and promotional literatures. Designing strategies and marketing plans to initialize sales.

### **Education**

**MS Marketing**  
**April 2013 – May 2014**  
Prifysgol Cymru  
University Of Wales, United Kingdom

**FHEQ-7 Marketing**  
**March 2012- April 2013**  
London School of Business & Finance  
Manchester, England

**MBA Marketing**  
**November 2005- October 2007**  
University of Peshawar

**BSc Biological Sciences Degree**  
**April 2001- February 2003**  
University of Peshawar, Pakistan

**Major Courses Studied:**

Consumer Behavior & Research  
Global Brand Management  
Strategic Marketing Management  
Integrated Marketing communication  
Project Management  
Digital Marketing  
Business Law  
Statistics  
Economics  
Accounting  
Biology (Zoology ,Botany), Microbiology  
Chemistry  
Human anatomy and physiology.

### **Work Experience**

**Libra (Private) Limited**  
**November 2016 – till date**  
(Manager Coordination)  
77 Industrial Estate  
Hayatabad, Peshawar

**Brookes Pharmaceutical**  
**Jun' 2015 – November' 2016**  
(Area Sales Manager)  
Korangi, Karachi

**Novartis Pharma**  
(Medical Information Officer)  
**January' 2008 – February' 2012**  
Karachi, Pakistan

**Lek d.d Slovenia**  
(Medical Representative)  
**March' 2004 – December' 2005**  
Karachi, Pakistan

## Skills Profile

**Advertisement** - Successfully advertised many products for Libra (private) Ltd, which initialized sales

**Designing** - Designed products Literatures, unit cartons and other promotional giveaways for Libra (private) Ltd

**Trainer** - has trained the field force regarding many pharmaceutical products like hormones, antibiotics, painkillers, psycho tropics and many others with detailing sessions and field trainings

**Analytical** - equipped with skills to analyze data and predict outcomes

**Presentation** - skill gained through participation in courses and seminars

**Teamwork** - All my various working environments have been based in team settings, where collaboration and coordination, along with planning and effective communication to team goals have been essential.

Co-operative project work during my academic career required tact, assertiveness and a sense of humor to achieve successful outcome.

### Microsoft Office

- ❖ MS Word
- ❖ MS Excel
- ❖ MS PowerPoint

**Software** – worked a lot regarding data compilation, meetings, even set trainings for field force for specific software (Android Base) for daily activities (visits) of sales team all levels.

## Linguistics Skills

**English**

**Arabic**

**Urdu**

**Punjabi**

**Dushto**

**Hindko**

## Basic Responsibilities

### Duties

Basic responsibilities conducted over the years are listed below

- Visited hospitals & doctor's offices to survey desired features to increase usefulness
- Managing movement of goods in to and out of production facilities
- Managing product budgeting and costing
- Liaising with sales staff, budgeting monthly targets and sales plans
- Marketing of products to be sold
- Conducting monthly sales meetings
- Determining ethical sales procedures and maintaining discipline in the field
- Trainings/ Refresher of field force for new and existing products
- Identifying field force training needs
- Implementing best practice of product promotion in field
- Maintaining monthly Ex-Factory sales, Target vs Achievement and order status date wise
- Maintaining Sales trend quarterly, monthly & yearly

## References

### References

1. **Sardar Farhan Ali**  
**Group Product Manager**  
Libra Private Limited  
Mob: +92.345.8585020
2. **Mustafa Riaz**  
**Business Unit Head**  
Shaigan Pharma,  
Islamabad  
Mob: +92.324.5508724
3. **Louise Pritchett**  
**Support Manager**  
**LSBF, Manchester**  
**United Kingdom**  
Contact: +44 (0) 1616694241