

# Syeda Rabab Fatima

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## OBJECTIVE:

As being an innovative mind and keen to face challenges, I want a management position in an organization, where I can express and utilize my innovative skills and maximum potential to maintain and improve the productivity and standards in the applied capacity

## WORK EXPERIENCE:

- Working as **Assistant Manager Business Development and Marketing Communication** in *PharmaFive (Pvt.) Ltd.*  
***From July 2014 Up till now***

### **Responsibilities**

- Along with the tasks performing as AMBD **additionally** looking after all the communication with Sales team all over the Pakistan and With Valued Customers of Company.
- Prepare Quiz Bimonthly for the Field force contain Medical, Product related and Competitor related information/Quiz.
- Initiated First ever Newsletter named as "OUR F.I.V.E –Frequent Interaction and Valued Expression" for the company consist of multiple sections and work as Editor.
- Preparation of the Presentations and Quizzes for the new product launch.
- In coordination with Liaison Manager (Islamabad) carry out regulatory related tasks.
- Preparation and submission of replies for the queries to the Ministry.
- Coordinate with International manufacturer/Suppliers for the products of interest and conduct Video meetings with management.
- Preparation of documents/dossiers for the registration of Local and Imported products.
- Coordinate with vendors for the quotations of promotional items and finalize after analysis.
- Coordinate timely with manufacturer for the manufacturing of the required batches of the products.

- Worked as **Assistant Manager Business Development** in *Pharma Five (Pvt.) Ltd.*  
***From July 2013 – June 2014***

### **Responsibilities**

- To undertake activities for new product registration with MOH/DRA for local market.
- Preparation of dossiers for products to be imported/locally manufactured etc.
- To study new molecules, drug delivery systems, therapeutic categories on the basis of clinical & market data.
- To prepare presentations on new products with established clinical data .
- To prepare survey forms on new products to conduct market research.
- To prepare communication plan in order to represent company at international level to attract good product manufacturers for finished import.
- To develop strong coordination with marketing team for timely availability of necessary information.

- Worked as a **Business Development Executive** in *Macter International Limited.*  
***From November 2011 to July 2013.***

### **Responsibilities**

- Identification of New molecules and Co ordinate with Marketing for approval
- Initiate registration of New suggested and approved molecules.
- To co-ordinate with the concern department to make preparations for commercial production and timely launch of product.
- Initiate Packaging Artworks for the Launch of Products.
- To Assist BDM in collecting Data regarding competitor's action through available sources.
- Prepare dossier for the export purpose.
- Coordinate with the concern departments for timely provision of documents for preparing registration dossier.
- Involve in the preparation of Dossiers for export on ACTD and CTD format.

➤ *Worked as **Regulatory Officer** in **International Marketing Division** in **Efroze Chemical Industries (Pvt.) Ltd**  
**From May 2011 to November 2011***

### **Responsibilities**

- Coordinate with production and QC/QA departments to collect required data & information for preparing registration dossier. Document all types of queries and prepare answer for them.
- Maintain the Registration Files, Registration Certificates and Registration correspondence and ensure the availability when needed.
- Coordinate with International Territory Managers.
- Maintaining Renewal of products from time to time.
- Coordinate with Supply Chain and New Product Development for documentation of Regulatory Purposes
- Worked on ACTD guidelines.
- Maintaining Regulatory correspondence with International agents of territories like Sudan, Kenya, Uzbekistan, Philippines, Vietnam, Srilanka, Hong Kong.

### **EDUCATION:**

#### **MBA (2014- In process)**

Iqra University

#### **CCRP Course [2012]**

Metric Research in collaboration with Krigers Research group (Canada)

#### **Bachelors Equivalent to Masters: [2006-2010]**

Pharm .D (University Of Karachi)

3.32 CGPR

**Registered in Pharmacy Council of Sindh Register -A**

#### **H.S.C: [2005]**

St. Lawrence's Govt. Girls College, Karachi

A Grade

#### **S.S.C: [2003]**

Metropolitan Academy campus 2, Karachi

A+ Grade

### **PROFESSIONAL INTERESTS:**

- Marketing
- Business Development
- Regulatory affairs

### **CURRICULAR EXPERIENCE:**

- Trainee at **Hilton Pharma** Pharmaceuticals as internee industrial pharmacist [June 2009]

### **CO-CURRICULAR EXPERIENCE:**

- Task Officer Main Information Desk (Communication Division) for Ecommerce Gateway (Pvt.) Ltd. At the 4<sup>th</sup> International **HealthAsia/ Pharma Asia** Exhibition at Expo center, Khi [July 2008].
- Task Officer Press & Media (Communication Division) for Been Tech Media at the Finance Expo International Exhibition & Conferences held at Karachi Expo Centre.
- Worked as a Survey Team member for **Farmacia** the official magazine for the Faculty of Pharmacy.
- Took part in all activities held in School, College and University.

### **COMMUNICATION & MANAGEMENT SKILLS:**

- Organizer of Welcome, Farewell and Independence Day celebrations at the faculty.
- Conduct Monthly functions at school level and participate actively

### **COPORATE TRAINING ATTENDED**

- **“Lung Cancer”** by Adnan Zaidi Doctor at Agha Khan University Hospital.
- **“Reflections on Community Pharmacy from UK to Pakistan”** by Dr **Irfan Motala**, Director Drug Mart, Manchester UK on 7<sup>th</sup> February 2009
- **GIT Cancer**
- **Breast Cancer** by Dr. Rufina Somro
- **Essential Of Pharmaceutical Industry** conducted by In grope information services
- **Fundamentals of GMP conducted** by In grope information services.

### **COMPUTER SKILLS:**

- Efficient in email, browsing and searching on internet.
- Microsoft Office Word, PowerPoint.
- MS Windows 98, XP, 2000

### **INTERESTS:**

- Reading books, poetry, newspapers.
- Music
- Writing
- Net surfing