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| **C:\Users\Kams\Downloads\Kams.JPG**  **CONTACT INFORMATION**  **Address:**  Flat#202, Block-C4, Sawana city 13D-3 Gulshan-e-Iqbal Karachi Pakistan.  **Mobile:**  +92-331-3068505  **Email:**  kousar\_kam@yahoo.com  **Skype:**  Kousar.kams  **PERSONAL INFORMATION**  **Date of birth:**  03/06/1988  **CNIC NO.**  45203-5536547-1 | **KOUSAR ALI**  **OBJECTIVE**  I aspire to be a part of the reputable organization that provides a challenging and rewarding environment. I want to pursue a career that presents potential for growth and development while establishing a professional relationship with the organization where I can apply my knowledge in a manner which would be beneficial for organization.  **EXPERIENCE**  **Product Manager**  Opal laboratories (Pvt.) Ltd from July 2014 till date.  **CORE RESPONSIBILITIES**   * Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product. This involved printed and electronic printed material, product manual and trainings, and relevant clinical studies. * Frequent visits in field (All over the Pakistan) in-order to ensure presence and quality of work by field representatives and to strengthen professional relationships with customers by having a direct interaction. * Responsible for reviewing Product data on new developments regarding the companies or competitors’ products through SALS and other sources. * Acting as point of first reference for all product related enquiries and work collaboratively with product development department in clinical trials for that may arise. * Close liaison with the field force to assess the suitability of current promotional material and to ensure that printed promotional material is being used optimally. * Design market research projects to access customer attitudes to the current product range and new product introductions. * Assist to Marketing Manager in development of annual marketing plan and for controlling advertising, promotion and sales ads in accordance with the annual marketing plan. * Assist to prepare forecast and constantly monitoring inventory levels, work closely with production and distribution department to ensure timely availability of stock for domestic market as well as for export |
|  | **Assistant Product Manager**  Opal laboratories (Pvt.) Ltd from July 2012 to June 2014  **Marketing Assistant**  Opal laboratories (Pvt.) Ltd from August 2011 to June 2012  **EDUCATION**  MBA (Marketing) Iqra University main campus Karachi in 2011.  BBA (Marketing) Shah Abdul Latif University Khairpur mirs in 2007.  Intermediate (Science) Superior Science College Khairpur mirs.  **THESIS**   * “Relationship between product characteristics and their choice of exhibition participation”.   **PROFESSIONAL SKILLS**   * MS Office, SPSS, QM, ERP, SALS.   **ACHIEVEMENTS**   * Brought sponsorship from Bank al-Falah for an international seminar on “Youth leadership”. * Launching of new Pharma Brands at Opal Laboratories (Pvt.) Ltd   **INTERESTS**   * Sales and Market development, Public speaking, Training, Travelling, and Community work for acquiring latest information. |