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### Mazhar Ahmad Khan

S/o Khizar Ahmad Khan

**House # 16 Survey No.444/445A Tina Square Model Colony Karachi**

**Al-Umer 388 Block-D Unit Number 10 Latifabad,Hyderabad Pakistan**.

**Mobile:** +923245115688

**Email:** ma\_khan82@hotmail.com

**D.o.B:** June 7th , 1982

**N.I.C No.** 41303 – 0314657 – 5 **Marital Status:** Married

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| FIELD OF INTEREST |

Brand/Product Management, Strategic Marketing, Corporate Communication & P.R

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| **PROFESSIONAL EXPERIENCE** |

**DEC: 14 till Present SHAIGAN PHARMACEUTICAL (PVT) LTD. (Women Healthcare)**

**“Product Manager***”*

Planning and Strategy development for the concerned products

* + - * Collection of marketing data and presenting it to concerned Business Manager for appropriate action
      * Working with the graphic designing department for the development of product brochures and literatures, as well as for the development of different advertisements of the product portfolio of concerned business unit
      * Continuous periodic field visits to have the market feedback
      * Development of different lectures endorsing the role of concerned product portfolio in respective disease conditions
      * Field force training of medical and marketing aspects of concerned segment

**Jan: 13 to Dec, 14 “Sales Manager” (South) KHI, HYD, SUK, QTA, Based at Karachi**

Major Responsibilities

* Filed Visits to Doctors to generate the product prescriptions.
* Development territory’s sales promotion strategies.
* Development and Implementation of campaigns to gather the target audience (Doctors) on one place.
* Development of information seminars related to Doctors.
* Funds Generations from distributors
* Inventory Audits of assigned distributors.

**Aug: 08 to Dec, 12 “Area Sales Manager “Shaigan Pharma (Based At Hyderabad)**

**Apr: 07 to Aug, 08 “Medical representative Bayer Schering Pharmaceutical”**

**(Based At Hyderabad)**

* Completed 21 days office-cum-academic training
* Completed 3 month field training as “Territory Manager”
* Actively involved in sales promotion (Medical N. Products)
* Field management and product marketing

Actively involved in selling of Products like; Ciproxin, Avelox,

**Dec: 04 to Apr, 07 “Medical Representative Getz Pharmaceutical (Pvt) Ltd.”**

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| QUALIFICATION |

**2002** Bachelor Of Science

**2000** Intermediate

**1999** S.S.C

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| Trainings & Courses |

* Attend Multiple Trainings and Courses of Sales And Marketing
* Recently Attend 9 month course of Marketing & Product Management

From **Holistic Marketing** (DR.BURHAN)

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| COMPUTER APTNESS |

**Packages** MS Office under Windows XP Professional as:

* MS Word,
* MS Excel,
* MS Power Point

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| ACHEIVEMENTS & APPRECIATIONS |

* Received Letter of Appreciation from Shaigan Pharma for best performance as ASM & SM.

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| FAVOURITE PERSUIT |

* Reading Books
* Traveling
* Playing and Watching Cricket