**Muhammad Faizan Razzak**

**Marketing & Pharmaceutical Professional**

**Marketing Research | Marketing Strategy| Sales Analysis| Event Management| Sales Coordination |Complaint Management**

**|Pharmacovigilance|**

**A: R251/8, F.B. Area, Karachi**

**C: +92 345-3050430**

**E: faizanbr@gmail.com**

* **Summary**

Proficient in adapting to the new procedures as business climate change. Known for supervising simultaneous projects in high-pressure environments with professionalism and poise. A quick learner who can absorb new ideas and can communicate clearly and effectively. Possessing effective organizational skills and proficiency with administration and practical tasks.

* **Work Experience:**

**Novartis Pharmaceuticals – Alcon Division (August 2013 – Current)**

**Company Description:**

**Alcon**, a division of **Novartis**, is a world leader in **Ophthalmology.** Novartis is a World Leader in the Health Care Industry. Alcon serve eye care professionals and their patients in more than **180** countries, reaching **90%** of the globe, to help millions of people see the world better with clarity, color and beauty.

**Job Title:** **Marketing Coordinator & Pharmacovigilance Representative**

**Job Description:**

* Preparing Analytical Sales reports by Using IMS Health Software **“Sales Analyzer ”**
* Responsible for Handling Patients quality complaints and adverse events within Pakistan and communicate it globally with proper documentation.
* Managing Local & International Events like; Annual Sales Meeting, International Conferences, RTDs, Symposia, Seminars etc.
* Managing Allocation & Distribution of Promotional Items, Drug samples & Educational literature.
* Responsible for participate in Institutional Business through Tender & Quotation.
* Leading & Directing Project of Travatan® Patient’s Gift Sight program all over the Pakistan.
* Responsible for developing Local SOPs regarding vigilance activities & complaint handling
* Responsible for providing Pharmacovigilance & Risk Management training to all new and existing employees, including all the distributor’s branches of Pakistan on yearly basis.
* Responsible for documentation of Sales & Marketing, Coordination between vendors, distributors and Accounts department for invoices and expenses.
* Responsible to design and develop different literatures, brochures and promotional materials.
* **Completed Projects & Assignments:**
  + Successfully Completed Pharmacovigilance & Risk Management Training to all the Alcon distributors of Pakistan.
  + Successfully developed SOPs for Pharmacovigilance and patient complaint handling
  + Trained all the Alcon staff on Pharmacovigilance & Complaint Management.
* **Education:**

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| --- | --- | --- | --- | --- |
| **Particulars** | **Institute** | **Degree/ Duration** | **Year** | **Status** |
| MBA (Marketing) | Iqra University, Karachi | Masters (2 Years) | 2016 | *Progress* |
| BBA | University of Karachi, KHI | Bachelors (4 Years) | 2013 | 3.04 CGPA |
| Intermediate | Sir Adamjee Institute | Commerce | 2008 | B Grade |
| Matric | New Generation School | Computer Science | 2006 | A Grade |

***Future Education Program:*** *Master’s in Project Management*

* **Local & International Trainings:**
* ­International Training on Global Complaint Management Software – **iTrack** 
  + - **Venue**: Singapore
    - **Duration**: 36 Credit Hours
* Training on IMS – Information Medical Statistics
  + - **Venue**: Karachi
    - **Duration**: 36 Credit Hours
* **Computer Skills:**
* Microsoft Office
* Adobe Photoshop
* Corel Draw
* Video Editing Software’s