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| **P.N.S.C. Housing Comlex Flat # D-7, Sector 15A/3, Bufferzone, KARACHI.** |
| **Phone 021-36900707, mobile 0333-2268508 E-mail** [**proud\_paki01@yahoo.com**](mailto:proud_paki01@yahoo.com)  [**irfan\_DPA@HoTMAIL.COM**](mailto:irfan_DPA@HoTMAIL.COM) |

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**Muhammad Irfan Khokhar**

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| Objective | | |
| To work in a reputable organization and to achieve the given task effectively and efficiently, so it will make easy way to my growth. | | |
| Education | | |
|  | ***MPA (Marketing) University Of Karachi 2003 Division 1st***   * In Master my major area of study is Identifying and Developing Productive Human Assets with present marketing situation.   ***BPA (Hones.) University Of Karachi 2002 Division 2nd***   * BPA is a degree program that produced Skilled Management Graduates with special aptitude in HRM and Marketing. | |
| Professional EXPERIENCE | | |
|  | **May 2015 – Till to Date Opal Laboratories Karachi**  **Business Unit Manager**   * Major Task Product development. * Sales Analysis and follow-ups of all products of company.   Plan Marketing activities to attract and develop New Customers  **Jan 2014 – May 2015 Amarant Pharma Karachi**  **Brand Manager**   * Major Task Brand development. * Sales Analysis and follow-ups * Plan Marketing activities to attract and develop New Customers * Train and motivate the sales force * Working on new molecules for increase the base and volume of portfolio   **July 2012- Dec 2013 GenixPharma (Pvt.) Ltd. Karachi**  **Product Manager**   * Launch a New group and take group sales from zero to 10.2 million sales in one year. * Successfully launch new molecules first time in Pakistan like LALAP (Lacusamide), LAFAXINE (Disvenlafaxine), ILODOAN, (Ilooperidon). * Gave no of product related presentation in different leading institute   **January 2010-June 2012 Platinum Pharma Karachi**  **Product Manager**   * Look after the portfolio of Heart Care Unit of Organization. * Successfully Launch a very Unique and innovative Molecule with the name of Epler For the Post MI CHF Patients, and it’s an success launch as far as business is concern * Plan and execute a comprehensive training program to equip field force with basic to advance product knowledge. * Identify the market and customer, convert them, safeguard them, and retain them by out maneuvering the competition. . * Introduce innovative ideas to intact customers for long relations   **April 2006- Dec. 2009 Sanofi-Aventis Pakistan Karachi**  **District Sales Manager (Karachi & Baluchistan)**   * Create a team of Productive Med. Reps. * Maximizing the sales in Designated District.   **August 2003-March 2006 MSD of Pakistan Karachi**  **Professional Sales Officer (Karachi)** | |
| internships | | |
|  | 8Weak Internship at PSO from June 2002 to July 2002 in HR, Marketing, and Logistics Departments.  6Weak Internship at Shell Pakistan from December to January 2001 in HR, Marketing departments. | |
|  | | Successfully completed “Professional Communication Part 1” Course conducted by Training Manager of MSD.  Successfully completed “Micro Marketing” conducted by Training Manager of MSD. |
| |  | | --- | | seminar & training programs | | | |
|  | | Certificate course from Nutritional Institute of labor Administration Training (NILAT), Government OF Pakistan, On the topic of “INDUSTRIAL RELATION AND PRODUCTIVITY”.  One-day training program on April 01 2003 organized by National Productivity Organization (NPO), Government of Pakistan, On topic of “ENHANCING HUMAN PRODUCTIVITY & MANAGEMENT SKILLS”, at Arts Auditorium University Of Karachi.  Attended seminar on “DEVOLUTION PLAN AND ITS IMPACTS” on April 9 2002 at Arts Auditorium, University Of Karachi.  Attended Seminar on “HRM’S CHALLANGS :ISSUES OF ADJUSTMENT AT ENTERPRISE LEVEL”, on October 16 1999 at Arts Auditorium , University Of Karachi |
| Computer Skills | | |
|  | Have command over complete package of “ **MS OFFICE”** | |
| |  | | --- | | volunteer experience | | | |
|  | | Voluntarily Organized & Managed The 3rd SAARC Trade Fair, Held At EXPO center Karachi from 1st to 6th September 2001. |
| |  | | --- | | Interests and activities | | | |
|  | | Reading Good Books, Collect latest Information about current affairs, Playing Cricket and Chess. |
| Bio Data | | |
| Father Name  DATE OF BIRTH  PLACE OF BIRTH  NATIONALTY  N .I. C No. | Muhammad LuqmanKhokhar  April 10, 1979  Karachi, Pakistan.  Pakistani  421101-1923508-9 | |