****

**SIDRA MAQSOOD**

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**AIMS and OBJECTIVE**

Seeking a marketing position with a Pharmaceutical organization where demonstrated skills in marketing can be used to increase profitability and promote growth. Also to grow and survive in a global competitive environment by a **challenging career opportunity** and to make myself so agile and innovate that can face all the challenges of life by my Education which can be utilized to the **profitability** and **growth of Organization** while considering the **four** main things, that is my **commitment,** my **passage,** my **integrity** and my **sincerity**.

**SCHOLASTIC**

**MBA – Marketing Continue 8th Semester**

Institute of business and technology

**Pharm.D (Dr. of Pharmacy) 1st Division 2012**

University of Karachi

**Higher Secondary Certificate (HSC) 1st Division 2005**

Khatoon-e-Pakistan Govt. college

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###### PROFESSIONAL EXPERIENCE

* **Working as Assistant Product Manager in Efroze Chemical Industries May 2014 (Cont.)**

**Job Description**

###### Looking the portfolio of Diabetes and Cardiovascular

###### Product Knowledge and Management

###### Account Management and Objection Handling

###### Training and Field Force Meeting

###### Territory and Customer Management:

###### Leadership and Administration Skills

###### Communication with Field Force

###### Self Development and Striving for Excellence

###### Working Environment and Relationship

* **Working as Sr. Product Executive in Efroze Chemical Industries Feb 2014 – Apr 2014**

**Job Description**

* Looking the portfolio of Diabetes and Cardiovascular.
* To help the BUM in exploration of market potentials of products
* To help the BUM in designing effective tools and tactics for successful running of a product in the market
* Read, analyze, apply and search clinical articles, product benefits/ characteristics, research papers, protocols, promotional material & concept, budgeting, technical literature pertaining to the products under assignment
* To help the BUM in implementation of all plans and strategies approved by the management to generate business of all products
* Apply product knowledge to design promotional campaigns and themes. Translate these themes in simple language to transfer to the field force for implementation to increase the prescriptions
* To help the BUM to facilitate in time delivery of promotional material to the field force on monthly basis, according to the promotional plan
* Designing and arrangement of all literatures of product and relevant product material.
* **Worked in Novo Nordisk as Product Specialist**

2012 – 2014

* **Worked in Pfizer Nutrition as Professional Sales Officer**

2011

**TRAINING and DEVELOPMENT**

* **Initial Classroom Training at Pfizer Pharmaceutical Pakistan.**

Selling Skills

2 Weeks, 10th Oct to 21 Oct 2011

* **Training in Novo Nordisk Pakistan.**

Diabetes education certificate course from BIDE.

Certificated of participation in BEAT to LEAD by Navitus (Pvt) LTD.

Selling skills training by the name of Physician Partnership Program. (2weeks)

Relaunch Training of NOVO NORM

**SPECIAL ASSIGNMENTS**

* Training of Field Force on Product as well as Selling Skills
* Launched a **New Product (VALCARD)** in Efroze Chemical Industries(2015)
* Study conducted on **Sublingual NTG Tablet over Sublingual NTG Spray** in **EFROZE** (continue)
* Assignment given by marketing to develop a new team by the name of **Novo Care** in **Novo Nordisk**

**PROJECTS**

* Project on **“How To Engage Your Subordinates by Your Leadership Behavior”** in IBT
* Research project on **“Impact of Smoking on Teenager’s Health**” in IBT
* Project on **“Supply Chain Management of PEPSICO**” in IBT.
* Project on“**Uses of Computer in pharmaceuticals”** in IBT

**SEMINAR ATTENDED**

* IMS Validation Seminar 2013 on May 2014
* Pharmaceutical Regulatory Challenges and Compliance in Pakistan by Dr. Obaid , 2010
* Clinical Trials Evaluation: A Professional Approach, 2010
* Cosmeceuticals (a series of lectures) by Dr. Zafar Alam Mahmood (Business Development Manager, Colorcon Asia Pacific Pvt. Ltd.), 2008
* “Clinical Pharmacy, An Era Of Transition From Theory to Practice”

Ziauddin University Karachi on April, 2011

* “Research & Development Strategies & Application In Pharmaceuticals”

Under the auspices of Federal Ministry of Health Govt. of Pakistan, 2010

**COMPUTER PROFICIENCY**

* Commanding skill on Windows 7,XP, Vista
* M.S office.
* Internet surfing

**STRENGTH & SKILLS**

* Leadership and Team Building Skills
* Strong Analytical skills
* Strong On-The-Job learning skills
* Ability to meet deadlines
* Monitoring performance and Recommending Improvement
* Self Motivated, pressure absorbent
* Encourage the critics for self development

**COMMUNICATION SKILLS**

* Ability to project oneself into the audience’s point of view
* Being assertive
* Ability to resolve conflicts

**PERSONAL INFO.**

Father’s Name: Muhammad Maqsood Alam

Date of Birth: December 21, 1987

Religion: Islam

Nationality: Pakistan

***Reference will be furnished on demand.***