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**SIDRA MAQSOOD**

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**AIMS and OBJECTIVE**

Seeking a position in marketing with an 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.

**EDUCATION**

###### MBA – Marketing from Institute of Business & Technology (in progress)

###### Pharm-D – from Faculty of Pharmacy, University of Karachi, 2012

###### HSC – with Pre-medical from Khatoon-e-Pakistan Govt. College, 2005

###### SSC – with Science from Rehman Children School, 2003

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###### PROFESSIONAL EXPERIENCE

* **Working as Assistant Product Manager in Efroze Chemical Industries**

**May 2015 (Cont.)**

**Job Description**

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

###### Product Knowledge and Management

###### Product Launch

###### Account Management and Objection Handling

###### Training and Field Force Meeting

###### Territory and Customer Management

###### Communication with Field Force

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

###### Working Environment and Relationship

* Budgeting and Costing
* Promotional Material Designing and Budgeting

**ACHIEVEMENTS**

###### Successfully launched a product VALCARD in Efroze Chemical Industries (2015)

###### Successfully arranged training of Field Force on new product

###### Successfully arranged training on selling skills

###### Organized training on different products

###### Successfully arranged and participated in conferences

* **Working as Sr. Product Executive in Efroze Chemical Industries**

**Feb 2014 – Apr 2015**

**Job Description**

###### Looking after 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 arrangements of all literatures of product and relevant product material.

* **Worked in Novo Nordisk as Product Specialist**

2012

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

2011

**TRAINING & DEVELOPMENT**

###### Basic Selling Skills

###### 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.

###### Relaunch Training of NOVO NORM

**COMPUTER PROFICIENCY**

###### Commanding skill on Windows 7, XP, Vista

###### MS office.

###### Internet surfing

**STRENGTH & SKILLS**

###### Leadership and Team Building Skills

###### Strong Analytical skills

###### Ability to meet deadlines

###### Monitoring performance and Recommending Improvement

###### Self Motivated

###### Encourage the critics for self development

###### 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

Religion: Islam

Nationality: Pakistan

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