

Dr. M. ASAD FAROOQUI

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Objective:

To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, Excellent time management and problem-solving skills.

Core Strengths (Skills):

Digital Marketing, SEO, SEM, Email Marketing, Optimization of Digital Marketing, FB Marketing, Communication, Negotiation, Time Management, Sales Generation, Day-to-Day Target Achievement, Flexibility, Event Management (Symposiums & CMEs), CRM, New Product Launch, Campaign Designing, Brand Management, ATL & BTL Activities, Training & Development and Expert in MS office.



Work History

From
2023-02

Medical Sales Representative (Derma and Cosmetics Divison)

Olden Horn Rein Suisse , Abu Dhabi

- Responsible for promotion of product mix at doctor and pharmacy level
- Portfolio contains Myribase cream, collagens and serums
- Customer accounts management
- Credit Management
- Daily visits to Doctors and Pharmacies
- Follow up of product availability
- Push sales
- Budget controlling

2018-09
to
2022-12

Sr. Product Manager

Getz Pharma, Karachi

- Monthly analysis of IMS plus and IMS sales analyzer and communicate to team area of improvement at brick level
- Campaign designing and its execution.
- Reviewed sales, customer concerns, and new opportunities to drive business strategy at weekly planning sessions.
- Prioritized roadmap in order to achieve product goals and metrics.
- Communicated & Coordinated effectively with team members to deliver updates on project milestones and deadlines.
- Maintained positive vendor relations to build strong partnerships.
- Directed planning and budgeting efforts.
- Monitored market trends and competitor performance to update promotional strategies.

2016-11
to
2018-09

Group Brand Manager- Afghanistan Market

Hilton Pharma, Karachi

- Direct supervisory responsibilities for marketing plans, budgets, sales forecasts
- Develop, present & ensure marketing & tactical plan on quarterly basis
- Elevating product noise level through Local CMEs, Foreign CMEs & presentations
- Creation of advertising, promotion material & medical education materials
- Developed and executed branding campaigns to educate target audiences on product features, benefits and values.

2013-03
to
2016-10

Product Manager (Joined as Product Field Executive)

Atco Labs, Karachi

- Sales Generation and achieved 100% target on monthly basis.
- CRM via daily visit to doctor chamber, Hospitals, pharmacies and purchasers.
- Responsible to provide marketing support via Literatures, promotional gifts as well provide scientific support to field force
- Responsible for providing sales team with necessary technical expertise to enable them to sell product.
- Coordinated project planning and execution with team members and team leads.



Education

- 2023 **Master's in Digital Marketing and Business**
Scott Max- Max Business School
- 2017 **MBA Marketing**
IQRA University - Karachi
- 2012 **Pharm-D**
University of Karachi - Karachi



Additional Information

Father Name: Muhammad Azhar Uddin Farooqui
D.O.B: 10-Oct-1989
Marital Status: Married



Reference

Will be furnished upon request