Raheel

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**Core Comptencies**

* Business Development & Marketing
* Pharmaceutical Sales and development
* Pharmaceutical trainings
* Medical Transcription (EMDAT, MMDAL, ESCRIPTION)
* Content Writing (healthcare/pharmaceuticals)

**Professional Qualification**

* Brain Bench certification in Medical Terminology
* Brain Bench certification in Vital Sign Techniques

# Educational Qualification

* BSc Hons (Medical Physiology)

# Professional Experience

**October 2015– June 2017 Business Unit Head/Marketing/Sales Lead -Qineqt Inc.**

* Marketed medical modules/products to US and local clients.
* Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc. Visited local clients such as physicians/consultants/ GPs in relation to company’s medical/scientific products.
* Services existing accounts, obtains orders, and establishes new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors. Focuses sales efforts by studying existing and potential volume of dealers.
* Making marketing plans and presentations for clients. Presented company’s products to clients via presentations, round table meetings and seminars. Hosted speaker programs for doctors to come in and discuss healthcare issues. Covered news related pieces on US pharmaceutical Companies. Written analysis pieces on multiple aspects of US Pharmaceutical companies in relation to their drug pipeline, ongoing drugs, financials status and patent expirations.
* Lead a team of 4-5 content writers/analysts/marketers. Coverage and analysis of US major Healthcare indicators including insurance companies. Coverage and analysis of the US pharmaceuticals role in the NYSE and NASDAQ. Coverage of key catalysts of pharmaceutical sector that can play a vital role in the company’s growth. Managing all issues in relation to pharma content with other sectors. Monitor changes in the pharmaceutical companies’ financial status on daily and weekly basis, US pharma industry stocks, and review of drugs to be launch, pending FDA approvals, clinical trial, etc. This also extends to these companies’ mergers and acquisitions, and related sell-side reports.

### Aug 2015 – Sep 2015 Sales Manager-Smart Cells International

* Collaborates with company sales team to design and implement strategies necessary for effective sales.
* Carry out survey of industry demand and trend to identify a product target market.
* Collaborates with company sales team to design and implement strategies necessary for effective sales.
* Developing strategies with coordination of the sales supervisor for increasing opportunities to meet and talk to contacts in the medical and healthcare sector.

# May 2008 – September 2015 Product and Marketing Manager(EMR/EHR) Editor/– Healthcare, Etransline Medical Transcription Services

* Providing service as a medical editor (Medical transcription/billing/database) to the local and North American physicians, collecting patients' interaction, and preparing patient’s and clinical database (North American clients)
* Worked with sales team to develop strategies and implement brand strategies to ensure a consistent marketing message.
* Build positive trust relationships with medical representatives to influence targeted group in the decision making process.
* Monitor and analyze data and market conditions to identify competitive advantage.
* Keep accurate records and documentation for reporting and feedback

# January 2000 – March 2008 Quality Controller, Trainer, and

# Proofreader, Pinnacle Communications (Pvt.) Ltd.

* Worked on the following accounts: Cardiology, Radiology (MRI, MRA, EEG, EMG, CT, CTA, DOPPLERS, X-RAY, etc.), Gastroenterology, Neurology, Rheumatology, Pharmacy, Sports and physical, Psychiatry, Oncology, Surgery, Internal Medicine, Urology Orthopedics, Sleep studies, and Cosmetic surgery

**February 2001 – May 2002 Medical Transcriptionist, ESOL SERVICES PAKISTAN.**

* Worked on multiple accounts and in-house transcription of multiple accounts

**December 1995 – December 1999 Sales Executive, LUNDBECK Scientific office Pakistan**

* Responsibilities comprised round table meetings, Presentations, field force trainings, Sales & Marketing of different types of psychiatric medications. Strategy development. Prospects are Psychiatric hospitals, consultants

**August 1995 – December 1995 Sales Officer – North Region, Wyeth Pakistan Ltd**

* Sales & Marketing of different types medicines and injectables, managing a team of sales representatives, checking activities within the specified area, and resolving problems
* Recognizing and solving issues pertaining to the regional Distributors’ projects
* Prospects are Pharmaceutical sales and to interact with regional distributors

**SKILLS & CAPABILITIES**

* Creative Thinking Ability: can generate new ideas
* Marketing Research Skills: developed through learning and experience
* Problem Solving Skills: can recognize problems, devise and implement plans of action
* Team Player: can work co-operatively with others and contribute to a group with ideas, suggestions and effort
* Client/Customer Service: can work and communicate with clients and customers to satisfy their expectations
* Leadership Ability: can lead and produce positive results
* Experience with cultural diversity: can work well with men and women of a variety of social and cultural backgrounds
* Able to follow directions as well as take initiatives
* Speak and write fluently in Urdu and English

**References**

To be furnished upon request.