



MOHAMED YASSER EL SHABRAWY

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- **Location:** Mansoura
- **Date of Birth:** May 2, 1989
- **Nationality:** Egyptian
- **Place of Birth:** Al Mansoura, Egypt
- **Marital Status:** Married
- **Languages:** Arabic and English

Profile For: Teacher Assistant

Snapshot: An enthusiastic, articulate and well-presented teacher assistant with a successful sales track record in healthcare and pharmaceuticals product marketing. Highly efficient executive, currently working as a performance oriented Medical Representative with GlaxoSmithKline, majorly involved in handling sales and marketing functions for assigned medicine categories. Well-versed in proactive selling, medical product promotions and new lead generation, with a view to achieve sales targets.

"Exploring challenging opportunities to deploy acquired skill-sets in a managerial position with a reputed and expansion focused company, with a view to add significant value to the business and its operations"

CAREER SUMMARY

- ✓ **Qualified** industry professional, with a good amount of exposure in developing and deploying robust sales / marketing strategies, functioning as a representative for company's medical portfolios and staying updated with changing market trends
- ✓ **Showcasing** excellence in delivering optimum productivity at all times, exceeding regional sales targets throughout the career, promoting brand presence in the UAE, and contributing to increased revenues for the company
- ✓ **Adept** at executing pre-defined business plans, adhering to allocated marketing budgets, while following company processes and assisting in their continuous improvement; A proven negotiator, with strong work ethics and complete focus on customer needs
- ✓ **Motivated** self-starter with proficiency in effectively communicating with key decision makers, key opinion leaders, department colleagues and other team members, coupled with analytical thinking and procedural problem solving skills

CREDENTIALS

- **2012 - 2015** **Harvard Manage Mentor Online Courses**
Subjects: Time Management, Customer Focus, Marketing Essentials, Presentation Skills
- **2011 - 2011** **Advanced English Language Course**
EMIT East Institute, Egypt
- **2006 - 2010** **B Sc (Pharmacy), received Practicing Certificate**
Ajman University of Science and Technology - College of Pharmacy
- **2010 - 2010** **Clinical Pharmacy Training Course**
Al Mansoura University
- **2004 - 2006** **High School Learning**
Egypt

MEMBERSHIPS

- **Registered with the Egyptian Pharmacists Syndicate**

Professional Experience

Demonstrator at Microbiology and Immunology department faculty of pharmacy Horus university.

Horus university faculty of pharmacy

Sep2019- present

Medical Representative

GlaxoSmithKline (GSK), Sharjah, UAE

July 2012 - Jan 2018

Highlights:

- ✓ Delivered 105% sales for Zinnat medicine in FY 2013 with major focus on Deirah and Burdubai in UAE market
- ✓ Delivered 103% sales for Augmenting segment in FY 2012, focused on Ajman, Sharjah and North Emirates

Deliverables:

- ✓ Focus on established program sales goals and market share targets within assigned territory; Utilize effective sales techniques and promotional materials in order to influence professionals
 - ✓ Provide knowledge and information of products / treatments to healthcare professionals; Manage daily sales call activities, generate newer leads and influence purchasing decisions
 - ✓ Deliver qualitative territory management, including per-call planning, material inventory, call reports and expense reports; Prepare sales presentations to render better understanding of medicines to customers
 - ✓ Establish and maintain relationships with doctors, hospitals, clinics, pharmacies, local professionals and other referral sources in the medical community
 - ✓ Participate in planning and implementing the marketing and sales strategy; aligning product placement with regards to patient requirements
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Pharmacist

Osama Pharmacy, Al Mansoura, Egypt

Sep 2010 - Mar 2011

Highlights:

- ✓ Participated in professional pharmacy organizations at the local and national levels to stay updated with developments in the pharmaceutical and healthcare domains

Deliverables:

- ✓ Reviewed physician medication orders for appropriateness to identify possible dosing, scheduling, contraindication, allergy, drug interaction and incompatibility problems
 - ✓ Ensured optimum care, based on the physical, psychosocial, safety and related criteria with respect to the age of the patients served
 - ✓ Assisted patients with the medication to follow post discharge from the hospital through details such as drug strength, dosage, possible side effects, refill instructions and other information
 - ✓ Managed the implementation of departmental policies and programs while ensuring adherence to pre-defined pharmacy audit parameters
 - ✓ Handled and resolved customer issues, complaints and questions to build customer trust and loyalty; comply with all state laws and regulations
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PREVIOUS ASSIGNMENT

- **May 2011 - June 2012** **Pharmacist, Maadi Armed Force Medical Complex, Egypt**
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TECHNICAL KNOW-HOW

- Microsoft Office Applications including Word, Power Point, Excel, Outlook and Internet

- Office Management (Arabic and English Typing), and using modern office equipment

~ References Available on Request ~