



Aya Aboulazm

Pharmaceutical Sales Representative
Marketing Manager and Healthcare Innovator



Education

- **Master's Degree in Healthcare Innovation** at Arizona State University (2020-2023)
- **Bachelor's Degree in Pharmacy** at Ain Shams University (2011-2016)
- **Certification in Sales and Marketing** at the American University in Cairo (2013-2016)



Skills

- **Project Management**
- **Marketing**
- **Sales**
- **Business Development**
- **Market Research**



Courses

- Copy Writing- Udemy, 2020
- TOT- The British Council, 2019
- Social Media Management- Udemy, 2019
- French- Institut Francais du Qatar, 2018
- Sales and Marketing Certification- The American University in Cairo, 2013-2016



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Work Experience



Product Specialist at Unimed for Diater

**April 2022-
Until Present**

- Successfully acquiring the formulary inclusion of Hamad Medical Corporation for the Allergy & Immunology portfolio.
- Accessing and launching new markets in the private sector as Ahli Hospital, Doha Clinic Hospital, Syrian American Hospital, Sidra Hospital & West Bay Medicare, etc.
- Promoting pharmaceutical products to healthcare professionals consistently meeting the sales targets.
- Establishing strong relationships with key opinion leaders, physicians and healthcare providers in the territory.
- Organizing training workshops and seminars to engage the medical community and encourage continuous education.
- Conducting educational events to raise disease and product awareness at the level of the patient.



Marketing Specialist at LORO Designs

**October 2018-
April 2022**

- Tailored marketing plans and strategies to suit the business objectives of each client of various industries.
- Created the online content required for the social media platforms involved and executed the marketing campaigns.
- Ensured market growth and business development by pursuing new clients in various industries.
- Boosted the reach and engagement on all platforms.
- Analyzed the market trends and the consumer behavior to generate more leads.



Project Manager at Kantar Health

**June 2016-
July 2017**

- Managed market research projects across the MENA region (Qatar, Egypt, UAE, KSA, Kuwait, Algeria, Iraq, Oman, Bahrain, Jordan and Iran).
- Communicated with all the stakeholders involved in the project (Clients, healthcare professionals and suppliers).
- Trained the field force and monitored the project's progress throughout the fieldwork.
- Conducted quantitative and qualitative studies (questionnaires, in-depth interviews and focus groups).
- Executed Quality Assurance on the data collected from the field throughout the research project.

Awards



Master's Distinction Medallion of Arizona State University in 2023



Winner of Injaz Qatar "Women Technopreneurs" in 2023



International Finalist of Famelab at Cheltenham's Festivals in the UK in 2019



National Winner of Famelab Qatar's British Council in 2018



Languages

Arabic

English

French

Hobbies

Sculpture



Karate



Art



Sign Language



Reading



Other Professional Experience

October 2019-
December 2021

Science Communication Trainer at the British Council

- Prepared the training manual of the program.
- Conducted workshops for the applicants: School students, Graduates and Researchers.

July 2019-
December 2021

Field Market Researcher/ In-depth Interviews Moderator at International Market Pulse

- Conducted market research with Neurophysiologist and patients about Spinal Muscular Atrophy in Sidra and HMC.
- Performed market research studies about lung and brain cancer biomarkers with Oncologists in HMC.

January 2018-
April 2019

Reporter of Adverse Drug Reactions at EPVC (Egyptian Pharmacovigilance Center)

- Gathered and reported National Drug Safety Statistics to the Uppsala Monitoring Center.
- Mastered the Vigiflow Software and assessed case reports.

Internships and Trainings

June- August
2015

Field Market Researcher at IPSOS

- Conducted market research with Internists on Diabetes Market Insights to guide the client's business decisions.

July- August
2013 & 2014

Trainee at GSK Factory (Production & QC)

- Trained at the production plant and conducted QC and stability Studies on various units.

July- August
2012

Trainee at Sanofi-Aventis

- Interned at Future Access Program and conducted a series of patient awareness campaigns on Diabetes.

Extracurricular Activities

October-
April 2015

Moderator at Community Pharmacy Workshop at SCOPS

- Prepared the workshop curriculum for 120 participants.
- Supervised the Patient Counseling Simulation Event.
- Organized and executed a huge scale awareness campaign at Cairo's Book Fair on 5 healthcare-related topics.
- Participated in the initiative Azka-Khana for market research and pharmacy renovation of Misr Pharmacies Chain.

October-
April 2014

Moderator at Marketing Workshop at SCOPS

- Prepared the workshop curriculum for 120 participants.
- Supervised the Marketing Plan of Effaclar Gel of L'Oreal.
- Mentored the Market Research and Marketing Plan of Zestril & Zestoretic of AstraZeneca.
- Instructed the Entrepreneurship Competition.

October-
April 2013

Participant at Sales Workshop at SCOPS

- Winner of the competition that participated in promoting Sanofi-Aventis Maalox and AstraZeneca Symbicort.

Aya Aboelazm

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Cover Letter

Dear Hiring Manager,

I would like to apply for the **Medical Representative** vacancy in **Qatar** as I believe that my qualifications and abilities would make me a competent candidate for this job.

The motto of my life is "Find what you would die for and live for it!", and this is how I choose my paths across life. I believe Sales and Marketing are way beyond abstract strategies and numerical targets, it requires special talents to make the product come to life! My passion and my relevant academic and technical backgrounds were the key role that gave me the opportunity to get an in-deep exposure to different branches of Sales and Marketing since university.

I am currently a **Product Specialist** at Unimed, a pharmaceutical distributor, and I am representing Diater for Allergy and Immunology in Qatar. Through this experience, I learnt new levels of innovative communication, trend analysis, lead generation and hands-on Sales, Marketing and Supply Chain experience through dealing directly with the target audience of Healthcare Professionals, and sustaining a strong relationship with various stakeholders. I have achieved formulary inclusion of my portfolio in Hamad Medical Corporation and have opened new markets of this subspecialty in the major accounts of the private sector as well.

I was previously a **Marketing Specialist** at LORO Designs, an advertising start-up, since October 2018. I partook in managing social media platforms, boosting the reach and engagement on all platforms involved in the online and off-line marketing. And as a former **Project Manager** at Kantar Health, my role necessitated directly contacting healthcare professionals for deeper qualitative marketing insights that directed multi-national pharmaceutical companies' global business decisions including the **Gulf area**.

Moreover, I have participated in **Market Research** studies conducted in **Qatar** and have interviewed both physicians and patients in HMC and Sidra Hospitals. Also, during university years, I got promoted to become an instructor in **Marketing and Advertising** workshop in a students' organization that simulates the pharmaceutical careers in 2014. My scope of work was inclusive, but not exclusive to supervising the marketing plans of the participants for real life simulation sponsored by multi-national companies as L'Oreal and AstraZeneca.

I am a **certified Sales and Marketing** student from the American University in Cairo, School of Continuing Education. I have accomplished the Foundation, Achievement and Career certificate with Straight A's covering the academic marketing theories and practices of Professional Selling Skills, Digital Marketing, Integrated Marketing Communication, Market Research, Strategic Planning, Consumer Behavior and many more.

In short, I have acquired a wide array of qualities during my work and extracurricular activities in the marketing field that qualifies me to become a distinguished member of your team. I would love the chance to further discuss the position and what skills I'd bring to the job. Thank you for considering my application.

Sincerely,

Aya Medhat Aboulazm