



Senior Medical Representative dedicated to high levels of customer satisfaction and meeting aggressive business goals with more than 6 years of experience in top ranked companies. Hard working and reliable with specialized knowledge in Medical field and Sales.

Carine Sami Bou Assi

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Address: Beirut, Lebanon.

Skill Highlights

- Experienced with Product Launch and Product Management.
- Strong interpersonal skills, strong analytical and leadership skills.
- Strategic Thinking, Business Planning and ability to solve problems.
- Software: Excel, Microsoft Office, Photoshop and CRM.

Languages

English, French & Arabic - Advanced

Extracurricular Activities

- Attended four workshops related to Time Management, Communication Skills, Body Language and selling skills..
- TV Host at Mariam Tv-Noursat.
- Certified Zumba Fitness and Zumba Kids Instructor.
- Six years of Ballet Dance.
- Singer and Pianist.

References

References available upon request

Experience

Senior Marketing/Medical Representative

May 2019- Present

PharmaGroup- Baabda, Lebanon

Successfully developed & executed marketing campaigns

- Identified new Marketing strategies and business opportunities by achieving higher market penetration and analyzing the performance of competitors.
- Built creative Marketing Campaigns for the launch of new products.
- Implemented unique ideas that has affected positively our corporate image
- Coach and mentor for junior medical representative.

Medical Representative

May 2015-May 2019

PharmaGroup- Baabda, Lebanon

Achieved 30% growth in Total sales with 150% of my sales target

Best Achiever Healthcare line 2 2017

Award Best Medical Delegate in Functional Competencies 2018

- Developed strong communications network with subject leaders such as-physicians, staff members, hospitals managers and Pharmacists.

Sales Representative

June 2014 – May 2015

FIL-PRO SABL- Beirut, Lebanon

Exceeded sales goals by 25% in every quarter

Education

Lebanese University - **BA Biochemistry** - **June, 2014**

Lebanese University- **Masters** in General Biochemistry -**June, 2016**

La Sagesse University- **MBA** management - **July, 2020**

Certifications

- Successful Negotiation: Essential Strategies & Skills - University of MICHIGAN
- Specialization in Drug Development – Product Management By University of California San Diego
- Marketing Mix Fundamentals by IE Business School
- Market Research and Consumer Behavior by IE Business School
- Dynamic Public Speaking by University of WASHINGTON
- Marketing in a Digital World by University of Illinois at Urbana-Champaign