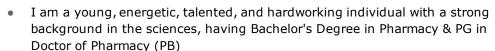# <u>RESUME</u>

Rakibul Islam

#12- Devdaru Path, Near Rajdhani Majid Guwahati- 781005

M: +91-70198-36053 Email- *drxrakibulislam@gmail.com*

SUMMARY

- I am a young, energetic, talented, and hardworking individual with a strong background in the sciences, having Bachelor's Degree in Pharmacy & PG in Doctor of Pharmacy (PB)
- Dynamic and results-oriented healthcare marketing professional **with 8 years** extensive experience in **referral development, hospital branding, and business relationship management**. Proven ability to **build and maintain strong networks with doctors, clinics, and corporate clients** to drive patient referrals and hospital revenue growth. Skilled in **strategic planning, territory mapping, digital outreach, and community engagement initiatives**. Adept at coordinating with medical teams, organizing CME programs, and executing targeted marketing campaigns to enhance hospital visibility. Demonstrates strong communication, negotiation, and analytical skills with a focus on achieving measurable business outcomes.

EXPERIENCE

P A SANGMA INTERNATIONAL MEDICAL COLLEGE & HOSPITAL(USTM) (07-10-2024 – Present)

DEPUTY MANAGER– Growth & Development

Patient Relations and Quality Assurance

- Identify, build, and maintain strong relationships with doctors, clinics, diagnostic centers, and corporate partners to enhance patient referrals.

- Develop referral engagement strategies to strengthen loyalty and increase repeat business.

- Plan and execute marketing strategies to achieve monthly and quarterly referral targets.

- Analyze referral trends, prepare performance reports, and implement corrective actions to achieve hospital revenue goals.

- Conduct regular visits to peripheral doctors and healthcare professionals to promote hospital services and specialties.

- Organize CMEs, workshops, and medical camps to increase brand visibility among healthcare practitioners.

- Support hospital branding initiatives through outreach programs, digital campaigns, and community engagement activities.

- Identify new catchment areas and develop targeted referral marketing plans.

- Guide and monitor field executives and marketing staff to ensure effective coverage of referral zones.

- Conduct regular training sessions on communication, service promotion, and CRM usage.

NOVA FERTILITY EAST PRIVATE LIMITED (13-02-2023 – 02-10-2024)

CENTER MANAGER– HR & Admin & Growth & Development

- Overseeing the daily operations of the center, ensuring that it runs smoothly and efficiently.
- Staff Supervision: Hiring, training, and managing staff members, including any volunteers or interns.
- Managing the center's budget, ensuring that expenses are within the allocated funds and that financial records are accurate
- Planning and implementing programs, events, and activities that align with the center's mission and goals.
- Preparing reports on the center's activities and ensuring that the center complies with all relevant laws, regulations, and standards.
- Developing long-term plans and goals for the center, in alignment with the organization's overall strategy.
- Handling any emergencies or crises that may arise, ensuring the safety and well-being of staff and visitors.

APOLLO SUPER SPECILITY HOSPITAL (06-05-2021 - 12-02-2023)

BUSINESS DEVLOPMENT MANAGER – Growth & Development

Raising Awareness about Fertility and IVF

Many rural areas may have limited access to fertility clinics, and misinformation or lack of understanding about infertility and assisted reproductive technologies like IVF can hinder people from seeking help.

- Educational Campaigns: Conduct awareness campaigns in rural communities to educate the population about the causes of infertility, the IVF process, and the success rates of IVF treatments.

- Community Health Outreach: Use community health workers or mobile clinics to spread knowledge about IVF, how it works, and where it's available.

- Partnerships with Local Healthcare Providers: Train rural healthcare providers (doctors, nurses, and midwives) to understand IVF and refer patients to appropriate specialists.

CIPLA LTD (13-03-2017 - 05-05-2021)

ASSISTANT MANAGER – INDIAN Rx SALES & MARKETING

- Developing and Implementing Sales Strategies: Creating and executing effective sales strategies to achieve sales growth and meet or exceed targets within the designated area.

- Managing and Leading Sales Teams**:** Overseeing a team of sales representatives, setting individual sales targets, and monitoring performance to ensure goals are met.
- Building and Maintaining Customer Relationships**:** Establishing and maintaining strong relationships with clients to foster trust and loyalty, which is crucial for long-term business success.
- Analyzing Market Trends and Opportunities**:** Identifying new market opportunities and analyzing regional market trends to discover growth potential and adjust strategies accordingly.
- Collaborating with Other Departments**:** Working closely with marketing and product development teams to align sales strategies with company goals and to plan promotional activities.
- Reporting and Forecasting**:** Providing detailed sales forecasts and reports to assist in business planning and decision-making, and reporting on regional sales results to adjust strategies as needed.
- Training and Development**:** Providing training and coaching to sales representatives to enhance their skills and performance, and mentoring junior sales managers.

EDUCATION & QUALIFICATION

Program	Degree	School/College/University	Year	Class
Matriculation (SEBA)	SEBA	CHAPAR HS SCHOOL	2010	2nd Class
Higher Secondary(Science)	AHSEC	CHAPAR HS SCHOOL	2012	2nd class
Bachelor of Pharmacy	B.Pharm/Rag No-18794 APC	Rajiv Gandhi University Health Sciences, Bangalore	2017	1st class
PGDCA(Diploma)	Diploma	Sun shine computer education center, Assam	2018	A+
Doctor of Pharmacy	Pharm D –(PB) (PG) Rag No-22DR1TO105/JNTU	JNTU,Hyderabad	2024	1st Class

SKILLS

Software Administration Tools   Windows Operating System. Windows 11, Windows 10, Windows 7
MS Office, MS Excel, PowerPoint

TRAINING AND ACHIEVEMENTS

- Completed one year diploma in Computer Application (PGDCA)
- T2DM (Indian Diabetes Study)(Six months filed survey under Eris Life Sciences)
- Looks Good feel good through wellness (2 Days workshop at Himalayan Industry)
- Cosmetical current and future trends (one day workshop at JSS College Of pharmacy, Mysore)
- Appreciated as a Best Performer awarded Manager category in Cipla Ltd
- Appreciated as a Best Team Manager awarded in Apollo Super specialty Hospital

PERSONAL DETAILS

Date of Birth: **5th June 1993**

Languages: **English, Hindi, Bengali and Assamese**

Marital Status: **Single**

Religion: **Muslim**

Nationality: **Indian**

CERTIFICATION

The undersigned certifies that to the best of my knowledge and belief this data correctly describes me, my qualification and my experience. I undersigned that any willful misstatement described herein may lead to my disqualification or dismissal if engaged.

Date:

Place:

Signature Applicant