Afrin Shaikh

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Date of Birth: 19/05/1999 | Gender: Female | Nationality: Indian

# Professional Summary

Dynamic and result-oriented sales and marketing professional with over 3 years of experience in the pharmaceutical and healthcare industry. Proficient in driving sales growth, managing customer relationships, and leading teams to exceed performance targets. Strong analytical, communication, and CRM skills with expertise in modern trade, omnichannel sales, and digital reporting tools including Excel, PowerPoint, and Power BI.

# Core Competencies

Sales & Marketing Strategy, Customer Relationship Management (CRM), Product Management, People Management, Modern Trade & Omnichannel Sales, Territory & Channel Management, Data Analysis & Reporting, MS Excel & PowerPoint, Power BI, Client Engagement, Team Leadership

# Work Experience

Senior Expert Sales Executive – HALEON (formerly GlaxoSmithKline Consumer Ltd)  
Ahmedabad | Oct 2023 – Present  
• Develop and maintain client relationships, providing tailored solutions to drive product sales.  
• Utilize CRM tools for lead tracking and customer engagement.  
• Identify and recommend new market opportunities and service improvements.

Territory Business Manager – Zydus Healthcare  
Jamnagar | Jun 2021 – Sep 2023  
• Conducted market research to discover sales opportunities and optimize sales strategies.  
• Presented products to prospective clients and resolved customer concerns.  
• Achieved and exceeded sales targets through strategic planning and client engagement.

# Education

M.S. in Biotechnology – Atmiya University, Rajkot  
• Specialized in cell biology, molecular biology, and analytical techniques.  
• Thesis: Optimization and characterization of cellulolytic bacteria from paper pulp.

B.Sc. in Biotechnology – Saurashtra University, Rajkot  
• Focus on theoretical and experimental biosciences.  
• Research: Preparation and characterization of bio paper from agricultural waste.

# Digital & Technical Skills

• Microsoft Office Suite (Excel, PowerPoint, Word, Outlook)  
• CRM tools and Power BI reporting  
• Molecular Biology & Protein Techniques (PCR, SDS-PAGE, ELISA, etc.)  
• Instrumentation: UV-Spectrophotometer, PCR Machine, Gel-Doc  
• Bioinformatics and Environmental Monitoring

# Languages

• Hindi (Native)  
• English (Fluent – C1 Level)

# Honors & Awards

• Presented research at INSCAR International Conference, Delhi (2018)  
• 1st Rank at DBT-Sponsored National Level Symposium (2021)  
• Attended various national seminars and workshops in biotechnology and life sciences  
• Participated in DBT-sponsored Bio-model competition and exhibitions