

MAKKALA SIRISHA

PHARMACIST

SUMMARY

Results-driven Product Manager with proven experience in the pharmaceutical industry, specializing in strategic planning, product lifecycle management, and market analysis. Demonstrated success in training and mentoring medical representatives, driving product awareness, and engaging with healthcare professionals through scientific discussions.

TECHNICAL SKILLS

- Product Lifecycle Management
- Pharmaceutical Marketing Strategies
- Market Research & Competitive Analysis
- Doctor Engagement & KOL Management
- Scientific Communication & Presentation
- Strategic Planning & Execution

PROFESSIONAL EXPERIENCE

SUNGEN LABORATORIES (india) PRIVATE LIMITED

2024 MAY- PRESENT

- Led strategic planning and market analysis for key drug products, identifying growth opportunities and competitive positioning.
- Conducted in-depth training for medical representatives to enhance product knowledge and sales effectiveness.
- Collaborated with cross-functional teams and participated in round table meetings with specialist doctors to promote drug molecules and gather clinical insights.
- Supported brand development, scientific communication, and field-level execution of marketing initiatives.

SR ASSOCIATES

2023 DECEMBER

- Prepared accurate and detailed medical reports for insurance claims by analyzing patient records, diagnostics, and treatment summaries.
- Coordinated with hospitals and doctors to verify clinical information and ensure timely report submission.
- Ensured compliance with insurance company guidelines, maintaining confidentiality and supporting faster claim approvals.

EDUCATION

SRI CHAITANYA JUNIOR COLLEGE

2018- 2020

GYAN JYOTHI COLLEGE OF PHARMACY

2020 - 2024

ADDITIONAL INFORMATION

- **Languages:** English, Hindhi
- **Certifications:** Recognized with a certificate of appreciation in the presence of medical professionals for presenting effective strategies and contributing to business growth. (PMT)

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