

Mohamed Annous

I'm a professional with a background in science and management seeking an opportunity in Marketing within the field that I'm passionate about : healthcare.



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Montreal



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Canadian

LANGUAGES

French

Bilingual Proficiency

English

Bilingual Proficiency

Arabic

Professional Working Proficiency

SKILLS

Microsoft Word (advanced)

Microsoft Excel (advanced)

Microsoft Powerpoint (advanced)

Microsoft Outlook (advanced)

HTML & CSS programming (intermediate)

Adobe Photoshop (basic)

Adobe Illustrator (basic)

Adobe InDesign (basic)

Adobe Acrobat (advanced)

INTERESTS

Reading about innovation in science and technology

Blockchain technologies

Sports : Badminton, ping-pong and soccer

Cooking

Travelling

WORK EXPERIENCE

Marketing consultant

2D-Crystalab

11/2017 – 01/2018

Montreal, Canada

- ◆ Conducted a marketing research
- ◆ Elaborated the startup's global marketing strategy
- ◆ Developed a comprehensive marketing plan
- ◆ Assisted in the writing and enhancement of the business plan
- ◆ Supported team for investment pitching in front of Angels (preparation of content and materials)
- ◆ Participated to meetings and engaged in negotiations with potential investors

Laboratory Technician

Pharmacy Jean Coutu

09/2017 – Present

Montreal, Canada

- ◆ Process patient's prescriptions through Jean Coutu's proprietary Rx software
- ◆ Prepare patient's prescribed and/or OTC medications
- ◆ Operate the cash register and maintain top customer service

Marketing Intern

IQVIA

09/2016 – 02/2017

Paris, France

- ◆ Completed an end-to-end project to ship within tight deadlines a revamped pharma newsletter
- ◆ Implemented key design features, KPIs and wrote guidelines to create and publish the newsletter
- ◆ Analyzed data sets of doctor surveys and internally presented the findings and recommendations
- ◆ Routinely managed e-mail marketing campaigns using a marketing automation software
- ◆ Developed e-mail templates based on industry best practices and customized them for ease of use
- ◆ Translated corporate documents from French to English (brochure, presentations...)
- ◆ Contributed to the management of corporate social media accounts (Twitter & LinkedIn)
- ◆ Participated in the organization of IQVIA events for pharmaceutical industry clients

Co-founder & General Manager Assistant

Le Pain en Or

09/2009 – 12/2011

Lyon, France

- ◆ Involved in global strategic decisions & business development
- ◆ Developed a new product range
- ◆ Administrative follow-up
- ◆ Supervised production unit
- ◆ Realized demand forecasting
- ◆ Prepared orders & invoices

EDUCATION

Master of Business Administration, Pharmaceutical Industry

IAE Lyon School of Management

09/2015 – 02/2017

Lyon, France

- ◆ Master Thesis: « Why is the adoption of multichannel marketing essential for the pharmaceutical industry and how to implement it »

Master of Science (1st year), Biochemistry

Université Claude Bernard Lyon 1

09/2014 – 07/2015

Lyon, France

Bachelor of Science, Biochemistry

Université Claude Bernard Lyon 1

09/2011 – 07/2014

Lyon, France