

Amr Raafat Sobhy

Pharmacy Consultant | Medical writer | Digital Marketing Specialist

+20-1558291669 - amr97101@gmail.com

Bolkly, Alexandria, Egypt



<https://www.linkedin.com/in/amr-raafat0/>



<https://amrraafat.site/>



PROFESSIONAL SUMMARY

Dynamic and results-driven Pharmacy Consultant with over 14 years of experience in pharmaceutical sales, operations, team leadership, and medical writing. Proven expertise in sales strategy development, market analysis, and digital marketing to optimize pharmacy business performance. Skilled in medical content creation, patient education, and healthcare training, with a strong ability to translate complex medical concepts into clear, engaging, and SEO-optimized content.

Meta-certified digital marketer with hands-on experience in SEO, content creation, paid media campaigns, and media planning. Passionate about leveraging digital tools to enhance pharmacy operations, drive business growth, and implement data-driven marketing strategies. Adept at training high-performing teams and developing innovative solutions for medical businesses.

KEY COMPETENCIES

Pharmacy Business Consulting

Sales & Marketing Strategy

Digital Marketing & SEO

Strategic Planning & Execution

Team Leadership & Training

Content Creation & Medical Writing

Inventory & Supply Chain Management

Patient Counseling & Medication Management

PROFESSIONAL EXPERIENCE

**Kassem pharmacies- Yasser Hefny pharmacies -
Ramadan Pharmacies**

Apr 2020 – present

Pharmacy consultant - Sales manager

- **Optimized Pharmacy Operations** – Implemented efficient inventory management systems, reducing stock shortages and excess inventory, leading to a 15% increase in profitability.
- **Developed Sales Strategies** – Designed and executed targeted sales plans, resulting in at least 50% revenue growth for multiple pharmacy businesses.
- **Market Analysis & Business Expansion** – Conducted detailed market research, identifying growth opportunities and successfully launching new pharmacy branches.
- **Human Resources Management** – Oversaw HR functions for the pharmacies, including recruitment, onboarding, training, performance evaluation, and employee development.
- **Team Training & Development** – Mentored pharmacy staff on sales techniques, compliance, and customer service, enhancing team performance and increasing retention rates.
- **Executive Reporting** – Provided detailed reports and insights to C-level executives on regional performance, sales trends, and growth opportunities.
- **Supply Chain Management** – Managed inventory and supply logistics across many chains to ensure continuous product availability.
- **Financial Supervision** – Supervised financial operations, including budget management, cost control, and financial reporting within the region.

PROFESSIONAL EXPERIENCE

Roshdy Pharmacies

May 2017 – Apr 2020

Branch Manager

- Reporting to the Area Manager, providing regular updates on sales performance, operational challenges, and business growth strategies.
- Training and mentoring new team members, ensuring compliance with pharmacy protocols and enhancing overall team efficiency.
- Conducting sales analysis, identifying trends and opportunities to improve revenue and customer retention.
- Performing market research and strategic planning, developing targeted initiatives to drive pharmacy growth and competitiveness.
- Led HR interviews in Alexandria, selecting and onboarding qualified candidates to strengthen the pharmacy team.
- Managing pharmacy inventory and stock levels, preventing shortages and minimizing waste.
- Oversaw drug purchasing, negotiating with suppliers to ensure cost-effective procurement and stock availability.

Roshdy Pharmacies

May 2017 – Apr 2020

Branch Manager

- Managing inpatient and outpatient dispensing, ensuring accurate medication administration and patient safety.
- Providing patient counseling and prepared discharge medication plans to enhance adherence and continuity of care.
- Oversaw pharmacy inventory and chemotherapy requests, optimizing stock levels and timely drug availability.
- Advising healthcare professionals on drug storage, stability, administration, and alternatives to improve treatment outcomes.
- Conducting dosing adjustments and medication reviews for non-ICU patients, ensuring optimal therapy.
- Contributing to hospital formulary updates and quality assurance across units, enhancing efficiency and compliance.
- Developing marketing strategies to drive sales growth and meet revenue targets.

Digital Marketing & Medical Writing Specialist

May 2021 – Present

Self-Employed | June 2021 – Present

- Provide medical writing and content creation services for global clients.
- Develop SEO-optimized healthcare content for websites and blogs.
- Manage social media marketing campaigns for healthcare professionals and businesses.
- Offer consulting services on pharmacy operations and digital growth strategies.

EDUCATION

Higher diploma in bio-statistics

Alexandria University, Egypt | 2017

Bachelor degree

Alexandria University, Egypt | 2005-2010

TECHNICAL SKILLS

Microsoft Office (Excel, Word, PowerPoint)

Pharmacy Operations & Compliance.

Sales Strategy & Market Analysis.

Inventory & Supply Chain Management.

Team leadership and training.

Canva | ChatGPT | Google Ads | Facebook Ads |

SEO Tools.

Medical Writing & Patient Education.

CERTIFICATIONS & TRAINING

 **Meta Social Media Marketing Professional Certificate**

 **Udacity Digital Marketing Nanodegree**

 **Coursera Social Media Marketing Specialization**

 **Clinical pharmacy & CIVAS training**

 **Clinical pharmacy & CIVAS training**

 **Clinical pharmacy & CIVAS training**

 **Clinical pharmacy & CIVAS training**