

NEGIN KASIM

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RELEVANT CAREER EXPERIENCE

- REGULATORY AFFAIRS COMPLIANCE & PACKAGING
- BRAND MANAGEMENT
- LOGISTICS
- KEY ACCOUNT
- PRODUCT LAUNCHES
- VENDOR MANAGEMENT
- MARKET RESEARCH
- ORGANIZED EXHIBITIONS

ACADEMICS

- EXECUTIVE CERTIFICATE PROGRAM IN DIGITAL MARKETING & SOCIAL MEDIA STRATEGY FROM INDIAN INSTITUTE OF MANAGEMENT RAIPUR (IIM) (2022).
- PGDM FROM PUNE UNIVERSITY, PUNE-INDIA (2007-09)
- BACHELOR OF COMMERCE FROM CALICUT UNIVERSITY (2003-06)
- WEB DESIGNING – MULTIMEDIA – FLASH, PHOTOSHOP, IMAGE READY, DREAMWEAVER, HTML
- MS OFFICE 2000 – MS WORD, MS EXCEL, MS POWERPOINT, INTERNET CONCEPTS

LANGUAGES

- ENGLISH, HINDI, MALAYALAM & ARABIC (WORKING KNOWLEDGE)

PERSONAL DETAILS

DATE OF BIRTH : 30-01-1984
DRIVING LICENSE : VALID UAE DRIVING LICENSE
HAVE VALID US VISA TILL 2027
MARTIAL STATUS : MARRIED

Co-CURRICULAR ACTIVITIES

- PARTICIPATED AS PROMOTER FOR DAMAS JEWELLERY, DUBAI & PEHLA ENTERTAINMENT IN DUBAI SUMMER SURPRISES 2002
- DESIGNED, ORGANIZED AND MANAGED COLLEGE EVENT "EXPRESSION 08" FOR THE COLLEGE, PUNE, INDIA.

SKILLS

- EXCELLENT ORGANIZATIONAL AND TIME MANAGEMENT SKILLS
- ABILITY TO ANALYZE, TROUBLE SHOOT, TAKE INITIATIVES AND DRIVE THINGS FORWARD
- ABILITY TO LEARN ON JOB
- MOTIVATED

REGULATORY AFFAIRS & COMPLIANCE SPECIALIST WITH 13+ YEARS OF EXPERIENCE IN BRANDING & REGULATORY COMPLIANCE WORKED WITH FMCG COMPANY DEALING WITH PERSONAL CARE PRODUCTS HAVING AN ATTITUDE FOR CHALLENGING OPPORTUNITY, AN AMBITIOUS AND CAREER FOCUSED SEEKING TO ADVANCE CAREER IN BRANDING, DIGITAL MARKETING & REGULATORY AFFAIRS.

WORK EXPERIENCE

M/s. WIPRO YARDLEY FZE, DAFZA-UAE - SENIOR- MARKETING REGULATORY AFFAIRS EXECUTIVE

DECEMBER 2009 – NOVEMBER 2020

BRANDS – YARDLEY, ENCHANTEUR, SANTOOR, SAFI, MAXKLEEN, HYGENIX, IZZI, ROMANO .

ROLES & RESPONSIBILITIES:

REGULATORY AFFAIRS AND COMPLIANCE

AS PER SAUDI ARABIA STANDARDS (SASO/ECOSMA/SABER) AND UAE STANDARDS (IE DUBAI MUNICIPALITY AND ESMA NORMS)

REGULATORY SUBMISSIONS :

- COORDINATION, REVIEW AND ADVICE ON THE APPLICATION FILLING, IN LINE WITH LOCAL REQUIREMENTS TO ENSURE SMOOTH SUBMISSIONS AND QUERIES FROM THE RESPECTIVE AUTHORITIES.
- TIMELY EXECUTION OF REGISTRATION PLAN OF PRODUCTS IN RESPECTIVE TERRITORY TO ENSURE SEAMLESS PRODUCT AND STORE LAUNCHES.
- DATABASE MAINTENANCE OF THE REGISTERED PRODUCTS AND TRACKING OF RENEWAL STATUS IN ORDER TO ENSURE SUPPLY CONTINUITY.
- UPDATES AND MAINTAINS REGISTRATION STATUS DASHBOARD.

LABELLING & PACKAGING :

- LEADS THE ENTIRE END TO END LABELLING PROJECT TO ENSURE COMPLETE PRODUCT LABELLING COMPLIANCE AS PER RESPECTIVE COUNTRIES LAWS .
- REVIEWS ARABIC TRANSLATIONS AS NEEDED.
- UPDATES AUTHORITIES OF ANY CHANGES MADE TO PACKAGING OR LABELLING.

REGULATORY INTELLIGENCE :

- KEEPS TRACK OF ANY REGULATORY UPDATES AND DEVELOPMENTS AND INFORMS SENIOR MANAGEMENT, TO HELP MINIMIZE REGULATORY RELATED RISKS.
- ON GOING REGULATORY ANALYSIS OF COMPANY PRODUCTS IN THE REGION AND ALERTING THE MANAGEMENT OF ANY POSSIBLE IMPACT ON BUSINESS AND ON WAY FORWARD TO MITIGATE IT.

REGULATORY COMPLIANCE AND QUALITY CONTROL:

- ENSURES COMPLIANCE TO LOCAL LAWS, COMPANY POLICIES.
- COMPLETE RECORD MAINTENANCE OF REGULATORY SUBMISSIONS AND TIME TO TIME ARCHIVAL FOR FUTURE REFERENCES.

PRODUCT TESTING :

- LED PRODUCT TESTING OF EXISTING AND NEW PRODUCTS FOR CERTIFICATION AND TIMELY LAUNCH OF PRODUCTS.
- GUIDING R&D AND BRAND MANAGER, THEREBY ASSISTING THE BRAND MANAGER IN DEVELOPING AND EXECUTING AS PER BRAND PLAN TO MEET BRAND OBJECTIVES AND STRATEGIES.

ACCOMPLISHMENTS –SUCCESSFULLY ACTED AS A LINK BETWEEN THE COMPANY AND VARIOUS GOVERNMENT ORGANIZATIONS SUCH AS DUBAI MUNICIPALITY, DUBAI CENTRAL LAB, EMIRATES AUTHORITY FOR STANDARDIZATION AND METEOROLOGY (ESMA) AND SAUDI STANDARD METEOROLOGY AND QUALITY ORGANIZATION (SASO)/ SABER ALONG WITH COMPANIES LIKE SGS, INTERTEK ETC. NEGOTIATIONS ON YEARLY CONTRACTS .

BRANDING-

- ASSISTED BRAND MANAGER ON NEW PRODUCT/BRAND LAUNCHES FOR ENCHANTEUR, SANTOOR, MAXKLEEN, ROMANO ETC.
- ASCERTAINING EFFICIENT PRODUCTION/DISTRIBUTION OF AD/ARTWORK MATERIALS, BROCHURES, POSTERS IN LIAISON WITH DESIGNERS/PRINTERS AND ENSURING IMPLEMENTATION AS PER THE BRAND PLAN.
- ENSURING PRODUCTS COMPLY TO LOCAL REGULATORY STANDARDS.
- MAINTAINING RELATIONSHIP WITH EXTERNAL VENDORS AND EFFECTIVELY UTILIZING THEIR SUPPORT FOR QUALITY WORK WITH MINIMIZED COST.
- ASSISTED ON REGIONAL PROJECTS FOR BRAND RE-LAUNCHES OF ENCHANTEUR.
- ASSISTED BRAND MANAGER ON MARKETING RESEARCH.
- MANAGEMENT OF BUDGETS PERTAINING TO SHORT AND LONG TERM MARKETING PLANS AND REPORTING EXPENDITURE TO ENSURE IT DOES NOT EXCEED BUDGET.

-RESULT ORIENTED AND WELL EXPERIENCED WITH AN EXTENSIVE CROSS MULTIPLE DEPARTMENTAL WORK PROVEN PERFORMANCE.

MIS- MONITOR AND ANALYZE PRIMARY AND SECONDARY DATA ON A MONTHLY BASIS ON BRAND AND BUSINESS PERFORMANCES.

LOGISTIC - CHECKING THE STOCK, RECEIVING ORDER, MAKE INVOICE BASED ON STOCK AVAILABILITY, COORDINATING WITH LOGISTIC AND DISTRIBUTOR.

EXHIBITIONS-LIAISE WITH EVENT ORGANIZERS, STALL MANAGEMENT AND ENSURE A SMOOTH PARTICIPATION AT PLANNED EVENTS. ORGANIZED AND ATTENDED EVENTS SUCH AS CONFERENCES AND EXHIBITIONS NAMELY BEAUTY EXPO – AZERBAIJAN (2012), BEAUTY MIDDLE EAST – DUBAI, UAE (2013) & BEAUTY EURASIA – ISTANBUL, TURKEY (2013).

WORKED WITH VARIOUS DIVISIONAL TEAMS SUCH AS R&D, SUPPLY CHAIN, ARTWORK TEAM, BRAND TEAM, TRADE MARKETING, SUPPLY CHAIN, PURCHASE, ACCOUNTS DEPARTMENT.

M/S. THE NIELSEN COMPANY – MARKETING RESEARCH, SHJ-UAE

TEAM ASSISTANT FOR CUSTOMIZED RESEARCH. AUGUST 2004 – JUNE 2007

ROLES & RESPONSIBILITIES:

- ASSIST RESEARCH EXECUTIVES & MANAGERS WITH ALL ASPECTS OF QUANTITATIVE MARKET RESEARCH STUDIES.
- CREATING SURVEY QUESTIONNAIRES.
- CREATING PROJECT TIMELINES. • ANALYZING DATA COLLECTED.