



NGUYỄN HOÀNG ANH THƯ



## ABOUT

Apr 12, 1994



0398 094 456



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facebook.com/nguyenth124



548/17 Điện Biên Phủ, P.21, Q.  
Bình Thạnh, TP.HCM



## LANGUAGE

English (Intermediate)

Vietnamese (Native)



## SKILLS

### COMMUNICATION

70%



### TEAMWORK

80%



### PROBLEM SOLVING

80%



### MICROSOFT OFFICE

90%



### ADOBE PHOTOSHOP

40%



## OBJECTIVE

Willing to face challenge and dedicate to complete assigned task.

Develop analytical skill, business sense in pharmaceutical industry

Focus on organizational productivity to drive sale and culture performance

## EDUCATION

**Tay Do University (2012 - 2017) - Bachelor of Pharmacy**

## WORK EXPERIENCE

**MARKETING ASSISTANT (Oct 2018 – present)**

**SANDOZ** A Novartis Division **The Representative Office of Novartis (Singapore) Pte, Ltd in HCMC - Sandoz**

### Marketing Orientation:

- Assist Product Manager on making Congress, Symposium, CME, Workshop training. Record MKT expense, material, ensure all MKT activities follow Medical & Compliance guidance
- Support product information: medical training, scientific article to assist the effective communication between field force and doctor
- Track and monitor spending A&P budget (Interim without PM)
- Promotional programs to increase sale revenue and brand awareness
- Involve in annual marketing plan of assigned product portfolio:
  - + Promotional programs to increase sale revenue and brand awareness
  - + Define targeted customer (doctor, hospital) to invest the most effective financial and human resource

### KOL Orientation

- Frequent visit hospitals and association to build up strong relationship with KOLs
- Increase product acceptance of HCP by effectively implement MKT strategies.
- Build up strong relationship with KOLs in hospitals and association

**MEDICAL REPRESENTATIVE (ETC) (Jun 2018 – Sept 2018)**



**Abbot Vietnam - Nutrition**

- Contribute to a solid foundation for the product long-term growth - through increasing awareness among Health Care Professionals on the important roles of improving quality of life.
- Monitor market trends and competitor activity in assigned territory
- Develop new business opportunities with existing and potential clients
- Ensure good execution of all Sales & Marketing programs in assigned territory



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### MEDICAL REPRESENTATIVE (ETC) (Oct 2017 – Jun 2018)



- Promoting defined NeildMed products (ENT) according to campaign briefs and policies to gain formulary acceptance
- Building a network of customers by visiting existing and new customers
- Conducting market research of competitor's products and activities with the view to compare and execute effective sales and marketing strategies.
- Widen territory in Can Tho and Hau Giang: 3 public hospital, 2 private hospital

### THESIS PAPER CONDUCTING (2017)

Completely defended the Thesis "Development of analytical method for determination of vitamin C by UV- Vis and Quantification of vitamin C in products applied in Can Tho city"

### INTERNSHIP

Can Tho State hospital (May-Jun 2016 and Dec 2016 -Jan 2017)

- Understanding the organization and functions of pharmacy department in the hospital
- Analyzing patient records and drug using for treatment
- Participating in drug distribution to hospital departments
- Managing drug qualities and quantities in the hospital

### FOUNDER OF ENGLISH FOR PHARMACY SPEAKING CLUB (2016)

- Being one of founders making event plans and promotions
- Collaborating supporters and sponsors in school such as department of pharmacy, Youth Union Office and students

### CERTIFICATION

- Bachelor of Pharmacy (Full time - Good)
- Level A and B Computer Certificates
- TOEIC Qualifications of Achievement

### INTERESTS



Music: Singing and dancing performance



Amateur Photography