



Nguyễn Thành Luân

Product Executive

29/07/1992

Male

0123 4477744

ds.nguyenthanhluan@gmail.com

Tay Ninh, Vietnam

SKILLS

Office



Logical thinking and creative



Presentation skills



English



Access and persuade
customers



RECOGNITION AND GAINS

- Achieve the best seller of cardiovascular products in 2016, 2017
- Achieve target quarter 3, 4 in 2017

PHARMACEUTICAL MARKETING COURSES

Pharmabox

BMG

COVER LETTER

I am writing to express my interest in the Product Executive. I am enclosing hereby my completed CV for your kind consideration.

I have more than two years of experience working as a Medical Representative of a representative office of a Hungary pharmaceutical company and I am in charge of products of both OTC and ETC channels. I joined in courses in pharmaceutical marketing (Pharmabox, BMG,...) The opportunity presented in this listing is very appealing to me, and I believe that my strong technical experience, education presented in details in my CV and burning passion about marketing will make me a very competitive candidate for this position.

Thank you very much for your time and consideration. I am looking forward to speaking with you about this employment opportunity.

OBJECTIVE

Short-term : Gain more knowledge, experiences about Product Executive

Long-term: Promote to the Product Manager in 3-5 years

EDUCATION

Võ Trường Toàn University

2011 - 2016

Major: Pharmacist

GPA: Good

WORK EXPERIENCE

GEDEON RICHTER

2016 - 2018

Medical Representative

Main responsibilities:

- Introduce product to doctor, pharmacist and feedback questions about medical information to doctor, pharmacist
- Analyze market and competitor
- Process of tender
- Build good relationships with some KOL in hospitals.
- Reported activity on the field weekly
- Planning and organizing upcoming events in the field: meeting, presentation, seminar.
- Listing product into the hospitals, pharmacies

marketingknowledge:

- Marketing planning process
- Analyze IMS data, sales, competitor
- Implement market research: Customer behavior and psychology.
- Analyse STP (Segment, Target, Position) and SWOT
- Marketing mix: 4Ps and 4Cs
- Media planning in pharmaceutical marketing: ABT, BLT
- distribution strategy, trade marketing in the pharmaceutical industry
- Annual marketing planning and forecasting for the product.