



PHAM THI BICH PHUONG

PROFILE

May 08, 1994

Female

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OBJECTIVE

- Making a valuable contribution to profitability of your company
- Developing the skills of searching and analyzing information, improving my presentation skill
- Having a good knowledge about Medicine, Pharmacy, Bio Technology
- Getting promoted in the next 3 years
- Improving my English skill

SKILLS

Office computer

Public Speaking

Presentation

Communication

INTERESTS

Reading

Listening to Music

EDUCATION

08/2012 - 08/2016

University of science Ho Chi Minh

Major: Biochemistry

GPA: 7.93/10.00

Top 10 k12-2016

WORK EXPERIENCE

08/2019 - 04/2020

S.P.M Pharmaceutical

Brand Manager

Main responsibilities:

- Train and assess the product knowledge.
- Working in pharmaceutical: muscle, respiratory, collagen beauty...
- Planning for product: advantage analysis, development direction, market research.
- In charge of product professional issues of the company.
- Acquire market information concerning competitors, market situation and utilize information to improve sales and marketing activities.
- The development and implementation of a brand plan for driving sustainable, long-term growth while delivering the budget and strategy
- Support the creation of annual strategic and operational plans.
- Analysis, tracking, generation of data that drive action plans
- Oversight of the marketing programming by quarter that engages consumers
- Support the brand at events, promotional activities, sales meetings
- Generate creative ideas that support brand needs that gain consumer and customer traction.

08/2015 - 3/2019

Asia Euro Pharmaceutical

Product Specialist

Main responsibilities:

- Train and assess the product knowledge training needs of medical representatives on product to enable them to be effective and efficient.
- Acquire market information concerning competitors, market situation and utilize information to improve sales and marketing activities.
- Write and upload product advertising post via

REFERENCES

Le Dinh To

masters have guided thesis - Department of
Molecular Biology and Environment Technology, Bio
Science & Biotechnology, University of Science, Ho
Chi Minh.

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Vo Thi Thu Phong

Southern leader- Asia Euro Pharmaceutical

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Facebook, website, zalo and other documents.

- Introduce, consult products and answer seller, customers' queries via phone and email.

- Cooperate with internal and external stakeholders to make sure that the planning and execution on target, on process, on time.

- Develop promotional activities in collaboration with sales staff to achieve sales objective.

- Plan and organize conferences, seminars, ... to promote products, launch products.

- Other jobs: interviewing patients using effective products, developing online sales ...

Recognition and Gains:

- Advertising products of the Company to customers effectively

- Regularly achieve and maintain Key Performance Indicators (KPI)

06-2015 - 07-2016

Department of Molecular Biology and
Environment Technology, Bio Science &
Biotechnology, University of Science, Ho Chi
Minh.

Student

- Implementation of the thesis: direct research on cell lines, microorganisms and animal models

- Extraction, manipulation on laboratory instruments. High activity test works with cell lines.

- Practice basic operations such as standard sugar, quantitative, measuring samples

08-2014 - 06-2016

Biochemistry, Bio Science & Biotechnology,
University of Science, Ho Chi Minh.

Student

- Working in the laboratory: quantifying and measuring biochemical and molecular biology criteria ...

ACTIVITIES

02/2016 - 02/2016

Spring volunteer campaign

volunteers

- Planning entertainment programs at primary schools.

- Perform painting competitions for elementary school children.

- Drama about Tet holiday stories

02/2015 - 02/2015

Spring volunteer campaign

volunteers

- Implement a green, clean and beautiful program in Can Gio district.
- Planning entertainment programs at primary schools.
- Package of Tet cake and gifts for poor households in the commune.

6/2014 - 08/2014

Mua He Xanh Campaign

volunteers

- Planning and preparing the program at the elementary schools.
- Teaching science to students, helping them approach science in the closest way.
- Planting trees and developing landscape for schools.

CERTIFICATIONS

Office computer certification - B

10.0/10.0

Certificate of achievement - complete a course the awake your power program

Grade: honored

Certificate of achievement the most effective sale project