

CANDIDATE RESUMÉ

PERSONAL INFORMATION

Full Name DOAN THI LE VAN
Sex Female
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Address B609, Conic Garden Condominium, Nguyen Van Linh Street, Phong Phú Ward, Binh Chanh District – HCMC.
Nationality Vietnam
Marital status Single

EDUCATION

2006 – 2011: student of Pharmaceutical Department, University of Medicine and Pharmacy, HCMC.
2014: Study at BMG Center and complete the Pharmacy Marketing course.
2015: Study at BMG Center and complete the Digital Marketing course.

QUALIFICATION

Bachelor of science in Pharmacy
English B Certificate.
Certificate of completion: Pharmaceutical Marketing course.
Certificate of completion: Digital Marketing course.

CHARACTERISTICS

Strengths:

Active, enthusiasm, ready for challenges, easy to adapt to changes.

Ability to work under pressure and meet tight deadlines, have a high sense of responsibility, be willing to work at weekends due to urgent tasks.

Skills:

Communication, negotiation, persuasion, presentation, teamwork skills.

Forecast, analysis, targeting and solution skill.

JOB HISTORY

I- Dec 2017 – Current: Reliv Pharma Limited

Position: Product Manager

Territory: Nationwide

Product: Velsof, Legalon and support in marketing activities for: Myvelpa, Ledvir, Hepbest.

Report: Head of MKT and Arms-length: Ms. Dao Thi Kim Loan.

Responsibilities:

1. **Marketing field (Hepatitis B and C):** Brand development plan for the assigned products as company strategies, Demonstrates high level of product knowledge and therapy area knowledge under, Excellence in marketing execution, support distributors to achieve sales target,...

2. **Arms-length:** Managing products from Indian manufacturers, finding and dealing to finalize local distributors and importers for each product. Support distributors in preparing tender dossier, registered price,... Working with Manufacturers to solve problems related to products....

Achievement

- ⇒ Internal convention: Take care key doctors participate in APASL 2018 (India).
- ⇒ Local Medical convention: sponsor & display in Annual conference of HASLD.
- ⇒ Gained the endorsement of KOLs and MDs...
- ⇒ Manage products of Mylan, Natco, Glenmark, Madaus and support to find distributors for import products of Cipla, MSN,...and local products of BV Pharma, Do Pharma, Pharbaco.

II- May 2016 – Nov 2017: Representative Office of Lifepharm S.P.A – Italfarmaco Group

Position: *Product Manager*

Territory: *Nationwide*

Product: *Ferlatum Fol, Natecal D3*

Report: *Country Manager & Chief Rep. Axel Hartmann*

Responsibilities:

- Develops marketing strategies.
- Brand development plan for the assigned products as company strategies (Develop marketing activities plan annually/ quarterly for assigned products /Manages implementing marketing schedule).
- Demonstrates high level of product knowledge and therapy area knowledge under responsibility (Develop brand position, develop key messages, handle objection).
- Excellence in marketing execution (Plan & execute marketing campaigns / Develop promotional materials (gimmick, brochure,..) / Produce competitive analysis comparing product with its key competitors).
- Business Development (identify opportunities to expand business).
- Supports Sales team to deliver sales objectives & activities.
- Develop KOLs endorsement.
- Financial & budget Management (Monitor performance & control budget: prepare budget & manage cost for marketing plan / programs).

Achievement

- ⇒ Preparing and supporting for Launch event of R.O. and products: Ferlatum, Ferlatum Fol and Natecal D3.
- ⇒ Successful in rebuild market for Ferlatum Fol by marketing activities to build brand in OTC channel and hospital channel.
- ⇒ Local Medical convention: sponsor & display in Mekong Ob-Gyn medical conference and Viet France Ob-Gyn Medical Convention.
- ⇒ Gained the endorsement of KOLs and MDs...
- ⇒ Build Brand Plan for new product: Gemapaxan (Enoxaparin).

Reason for leaving:

Want to find opportunity in another field (Hepatitis) and get more and more experience.

III- Aug 2015 – Apr 2016 Representative Office Besins Healthcare

Position: *Product Executive*

Territory: *Nationwide*

Product: *Women Health Category: Ogestan, Perical & Progestogel*

Report: *PM. Nguyen Kieu Phuong Dung*

Responsibilities:

- Marketing Plan (Develop marketing activities plan annually/ quarterly for assigned products /Manages implementing marketing schedule).
- Demonstrates high level of product knowledge and therapy area knowledge under responsibility (Develop brand position, develop key messages, handle objection).
- Excellence in marketing execution (Plan & execute marketing campaigns / Develop promotional materials (gimmick, brochure,...) / Produce competitive analysis comparing product with its key competitors).
- Business Development (identify opportunities to expand business) & build initiative project to combine activities in potential provinces effectively & saving cost.
- Supports Sales team to deliver sales objectives & activities.
- Develop KOLs endorsement.
- Financial & budget Management (Monitor performance & control budget: prepare budget & manage cost for marketing plan / programs).
- Internal/External Customer Satisfaction (relationship building).

Achievement

- ⇒ Conduct digital campaign for Ogestan, website for Progestogel....
- ⇒ Local Medical convention: sponsor & display in Mekong Ob-Gyn medical convention.
- ⇒ Gained the endorsement of KOLs and MDs...

Reason for leaving:

Want to find opportunity to improve career ladder.

Step by step to long-term goal, next step is PM, Marketing Director.

IV- June 2013 – Jul 2015

United International Pharma

Position: *Brand Specialist*

Territory: *Nationwide*

Product: *Women Health Category: Calcibest-Odiron/ Prevost – Prevost Plus & support for PM in POA of Obimin – Obimin Plus*

Report: *PM. Phan Thi Phuc*

Responsibilities:

- Marketing Plan (Develop marketing activities plan annually/ quarterly for assigned products /Manages implementing marketing schedule).
- Product knowledge: key messages & benefits, brand position.
- Plan & execute marketing campaigns / Develop promotional materials (gimmick, brochure,...).
- Supports Sales team to deliver sales objectives & activities.
- Internal/External Customer Satisfaction (relationship building).

Achievement

- ⇒ Conduct successful nationwide programs: CMEC, CMED, Osteoporosis scanning program,....
- ⇒ Local Medical convention: sponsor & display in Vietnam – France Ob-Gyn medical convention.
- ⇒ Gained the endorsement of Key prescribers & MDs...

Reason for leaving:

Want to find opportunity to improve career ladder.

Challenge myself with another active working environment.

V- 2011 – May 2013

United International Pharma

Position: *Professional Sales Representative*

Territory: *Hung Vuong Hospital, Nancy, Phu Nhuan Hospital,...*

Product: *Mother & Child Care: Obimin, Obimin Plus, Solmux, Ferlin...*

Target: *300 – 350 Million per month.*

Report: *AM. Nguyen Duc Lan*

Responsibilities:

- Effectively implement sales strategy and tactics, plan of action (POA) in accordance with company policies.
- Regularly monitor territory's sales performance to initiate appropriate actions to ensure performance is in line with objectives.
- Develop territory Business Plan based on POA and allocate resources (e.g. call activities, budget, gimmick...), for optimal sales impact.
- Monitor territory business plan to ensure resources are directed to customers of greatest potential.
- Participate in promotional activity programs to increase product awareness in the market.
- Update territory customer segmentation classification, database and call records continuously.
- Deliver key promotional messages within approved detail aids and in line with POA.
- Build trust and credibility with customers by demonstrating professionalism acting.
- Explore and expand new customer base in line with Start Field Extended guidelines.

Achievement

- ⇒ Average 110% target.
- ⇒ Gain the endorsement of KOLs and the support from prescribers for MCC.
- ⇒ Create and maintain prescription habit of MDs.

Reason for leaving:

Take opportunity to improve my Career in new role.

Promoted by First-line and PM.

LANGUAGE SKILL

English.

PC SKILL

Microsoft Office (Words, Excel, and PowerPoint).

HOBBIES

- Traveling, sport, listening to music.
- Socializing with people.
- Doing charity.

REFERENCE

- Ms. Phuc (United International Pharma): 0908 58 6831
- Ms. Dung (Besins Healthcare): 0938 537 510
- Ms. Thuy (Lifepharm S.P.A – Italfarmaco Group): 0946 743 400

I hereby certify the above statements to be true and correct in every detail.

Yours sincerely,

Doan Thi Le Van