

# CANDIDATE RESUMÉ

## **PERSONAL INFORMATION**

Full Name	DOAN THI LE VAN
Sex	Female
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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.

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## **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**

**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.**

**Manage: AM. Nguyen Duc Lan**

**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.

**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**

**Manage: PM. Phan Thi Phuc**

**Report:** PM. Phan Thi Phuc

**Responsibilities:**

- Demonstrates high level of product knowledge (key messages & benefits, brand position).
- Excellence in marketing execution (Plan & execute marketing campaigns / Develop promotional materials (gimmick, brochure,...).
- Supports Sales team to deliver sales objectives & activities.
- Financial & budget Management (Monitor performance & control budget: prepare budget & manage cost for marketing plan / programs).
- 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.

**Aug 2015 – Apr 2016**

**Representative Office of Besins Healthcare**

**Position:** Product Executive

**Territory:** Nationwide

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

**Manage:** PM. Nguyen Kieu Phuong Dung

**Responsibilities:**

- 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).
- 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 Product Manager.

**May 2016 – Current**

**Representative Office of Lifepharm S.P.A in HCMC**

**Position: Product Manager**

**Territory: Nationwide**

**Product: Women Health Category: Ferlatum Fol, Natecal**

**D3 & New product: Gemapaxane**

**Manage: Country Manager.**

**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) & 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**

- ⇒ Local Medical convention: sponsor & display in Mekong Ob-Gyn medical convention, scientific conference of Hung Vuong hospital, Scientific Meeting of Asia Asian Federation of Osteoporosis Societies (AFOS) in Malaysia.
- ⇒ Gained the endorsement of KOLs and MDs...

#### **LANGUAGE SKILL**

English.

#### **PC SKILL**

Microsoft Office (Words, Excel, and PowerPoint).

#### **HOBBIES**

- Traveling, sport, listening to music.

- Socializing with people.
- Doing charity.

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

Yours sincerely,

Doan Thi Le Van