



Tran Le Phuong

Medical Communication Specialist



Summary

- Being a Medical Communication Specialist in GSK with experiences of field management, event organization, support marketing, paper work and a lot skills such as selling skill, call detailing skill, management skill. 3-5 years of working as a content writer for a newspaper and a project in student life. Short-term goal is working as a good medical Rep in fields and support Product Manager and long-term goal is becoming a professional pharmaceutical marketer for next 5-10 years.



Experience

07.2017 - present

- Medical Communication Specialist**
GlaxoSmithKline
 - Field Management Skill:** Receive a new field, know how to approach and understand a field, HCPs, Problems quickly and also find out how to solve effectively.
 - Selling Skill:** Determine key HCPs, right target, right potential, 80/20 in field that I can use time and efforts effectively to get the best results.
 - Call Detailing, Event Organizing:** Ipad detailing, call detailing to HCPs, plan and set up a group detailing or web to group at a hospital.
 - Results:**
 - Experienced fields: Chan Thuong Chinh Hinh, Thong Nhat, An Sinh, Tan Phu, Dai Phuoc Clinic and some private hospitals and poly clinics.
 - Experienced Products: Antibiotic and Urology (Augmentin, Fortum, Zinnat, Avodart, Duodart).
 - Growth 20-50% sale in fields especially private hospitals and polyclinics.

03.2017 - 06.2017

- Content Writer (Part-time)**
HR.com.vn project (Career.vn company)
 - Prepare and search content for the new launching website about Human Resources.
 - Set up plans and Organize Events such as Workshops, Launching Event.
 - Write new posts and also main content for a fan page.

12.2009 - 09.2012

- Content Writer Collaborator**
Thieu Nien Tien Phong Newspaper
 - Writing news, short stories, long stories for the newspaper.
 - Become "active writer" after 3 years of writing for this newspaper

2012 - 2017

- Translator Freelancer**
Happy skin



Personal Info

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Skills

- Selling and Negotiation skill**
●●●●●●●●
- Problem solving and Work and management**
●●●●●●●●
- Microsoft (power point, excel, word..)**
●●●●●●●●
- Event Organizing and Presentation skill**
●●●●●●●●
- English Speaking, Writing and Translation**
●●●●●●●●



Languages

- English**
●●●●●●●●
Ielts 6.5
- Korean**
●●●●●●●●
Begining

- Working as an English private tutor for 3 years in University.
- Translator for Happy skin- new website for beauty reviews.



Education

10.2017 -
02.2018

- **Pharmaceutical Marketing program of BMG international School**

- Understand and approach knowledge of a professional Marketer in Pharmaceuticals.
- Can work as a supporter for Product Manager.
- Graduation thesis " Marketing Plan for Prospan in 2018".

09.2012 -
07.2017

- **University of Medicine and Pharmacy**

- Certification of Bachelor: Good
- English: IELTS 6.5
- Certification in many contests and activities at University.