

Melanie Muskopf

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Work Experience

Community Outreach Coordinator

Fallon Health Weinberg MLTC - Buffalo, NY

September 2019 to Present

- Works throughout the community to provide Managed Long-Term Care services to Medicaid recipients, investigating their needs and eligibility in order to provide appropriate referrals and linkages.
- Maintains strong working knowledge of NYS Law, Code, and other Policies relating to Medicaid and eligibility for a variety of treatments and programs.
- Represents the organization at committee meetings and other events.

Marketing Representative/Community Liaison

Freedom Care

2017 to 2018

- Marketed a Consumer Directed Person Assistance Program (CDPAP) to physicians, referral coordinators, hospitals/clinics, community centers, and senior housing facilities.
- Assisted with all aspects of sale including appointments with physicians and patient/caregiver outreach.

Account Executive

CIMA Hospice - San Antonio, TX

2016 to 2017

Established new relationships quickly with LTC facilities and hospitals.

Sales Director

Sleep Apnea Labs of San Antonio - San Antonio, TX

2013 to 2016

- Contacted physicians, referral coordinators, and patient advocates to promote three sleep centers and establish connections for respiratory and DME services.
- Opened new markets previously not contacted within the region, increasing new referrals by 125%
- Recovered prior lost relationships and accounts, further increasing business traffic.
- Due to the combined efforts mentioned previously, the facility was required to hire new staff in order to manage the increased customer base and workload.

Xerox Authorized Sales Agent

Benchmark Business Solutions - San Antonio, TX

2011 to 2013

Sold and marketed office technology solutions in the medical/healthcare vertical markets.

Pharmaceutical Territory Manager

Oscient Pharmaceuticals, Niagara Falls/Buffalo - Rochester, NY

2007 to 2011

- Promoted medications to a variety of physicians across WNY by consistently positioning features and benefits of products over the competition.
- Coordinated grand rounds, CME educational symposia, and a weekly learn-at-lunch with physicians.

HIV Clinical Specialist

Science Oriented Solutions-GSK, Buffalo/Rochester - Syracuse, NY

2006 to 2007

- Executed all sales initiatives to exceed sales quotas and influenced key providers to prescribe products.
- Communicated clinical HIV information including the needs of patients to physicians and relevant staff.

Senior Sales Representative

Abbott Laboratories, Inc - Niagara Falls, NY

2001 to 2006

- Promoted from Sales Representative due to strong job performance and leadership ability.
- Sold and promoted pharmaceutical products for cholesterol, obesity, hypothyroidism, and antibiotics to endocrinologists, cardiologists, primary care doctors, and hospital physicians.
- Recipient of multiple awards including "World of Opportunities" for product knowledge and "Peak Performance" for exceeding sales goals.
- Continuously exceeded expectations: ranked number 1 in district in sales for all four products and ranked number 1 in region for greatest treatment volume growth for obesity product "Monster Spiff" contest.

Education

BS in Social Work

State University of New York - Buffalo, NY

Skills

- Over 15 years' experience in creating business, generating leads, and building relationships with clients and partner agencies.
- Over ten years' experience in pharmaceutical sales with five additional years selling healthcare services. Operated out of multiple regions including Buffalo, New York City, and San Antonio.
- Proficient in managing staff; having supervised a team of up to 22 employees, promoting their growth through training as well as sharing on the job experience.
- Specialized in multiple areas of pharmaceutical sales with extensive experience and certifications in: Cardiovascular, Endocrinology, Anti-Infective (HIV), and Antibiotics.
- Recipient of several sales awards and recognitions, particularly while working for Abbott Laboratories and as detailed below.
- Skilled at identifying unique features and strengths of a product in order to exploit these traits to help distinguish the product from the competition.

- Familiar with recovering lost relationships/accounts as well as generating new markets and accounts not yet contacted within the region.
- Consistently grew market shares and exceeded established quotas across multiple businesses; previously ranked first in sales both regionally and within the district for multiple products.
- Pharmaceutical Knowledge
- Medical Products and Services Sales
- Sales Blitzes
- Establishing Partnerships
- CRM/Account Management
- Cross Promoting
- Disease State Experience
- Tracking/Submitting Documentation
- Quick Learner
- Staff Training/Supervision
- Exceeding Goals and Quotas
- MS Office