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This is a real resume. Information in this resume has been altered to protect the identity of the candidate. The candidate has given permission to use the resume as a free resume example on the www.pharmaceutical-marketing-coach.com website.

Ms. 'Marketing Savvy'

Address

Telephone # (Res.): xxx-xxx-xxxx e-mail: xxx@xxx.com

SALES and MARKETING LEADERSHIP

Always highlight awards that you received and achievements that demonstrate you have an edge against other potential candidates. This is a resume. It is a requirement to brag about your achievements.

This resume format takes bragging to a whole new level. The entire first section of the resume positions the candidate as a competitive leader in sales and marketing.

- **Leader of high performance marketing team**
- **Two-time "Sales award" winner for territory with highest market share growth**
- **President's Club Marketing winner**
- **Top hospital formulary listings**
- **Marketing of Blockbuster drug and market leaders that consistently outpace market**
- **Successful product launches, line extensions and new indications**
- **Strong experience in working with KOL's for ad boards, CHE, symposia**

EDUCATIONAL DEVELOPMENT

Pharmaceutical Marketing professionals typically have a College / University degree in Business, Science, Pharmacy, or Nursing.

- M.B.A., 'Business Gurus' University, 2000
- B.Sc., 'Einstein' University, 1997

PROFESSIONAL DEVELOPMENT

The pharmaceutical industry is highly regulated, and the regulations get updated frequently. As a marketer, it is necessary to know and understand the regulations that may impact your promotional and strategic activities (ie. Advertisements, consumer promotions, pricing, etc.)

- PMPRB (2004)
- CCPE (Gastroenterology, 2005 ; Immunology, 2004; Neurology, 2003 ; Accreditation, 2001)
- PAAB training (2002, Update 2005, Update 2006)

The PMPRB (Patented Medicine Prices Review Board), CCPE (Council for Continuing Pharmaceutical Education) and PAAB (Pharmaceutical Advertising Advisory Board) acronyms are recognized in the Canadian industry but need to be spelled out if applying abroad.

COMMUNICATION

- Proficient communication skills: Fluent in English and in French
- Energetic and interactive presentation style (Toastmasters, 2004 - Present and Dale Carnegie, 1990)

It is best to have a 1-page resume, but if your resume is longer, write down 'Page x of y' so that the reader knows that there is more to read, and to assist in keeping the pages in order.

It is best to have a 1-page resume, but if your resume is longer, write your name and contact info on each page. This will ensure that even if the first page of your resume gets lost somehow, the employer can still contact you if they are interested.

Ms. 'MARKETING SAVVY', B.Sc., M.B.A
Tel: xxx-xxx-xxxx, e-mail: xxx@xxx.com

Since the author of this resume held more than 1 position at two of her employers, she decided to group the roles under a general company heading. This highlights the promotions that the person earned at these companies - a sign of a strong performer.

Highlight co-promotion responsibilities as co-promotions are becoming more prevalent in the pharmaceutical industry. Experience in managing a co-promotion either in a Sales or Marketing capacity may give you an edge over the other candidates who do not have such experience.

Launching a trial, line extension or new product requires strategic marketing skills. Highlight these in your resume and be prepared to discuss at length during your interview. Launch experience could set you apart from the other job candidates.

EMPLOYMENT HISTORY

Company A

GROUP PRODUCT MANAGER, 2003 - Present

- Direct marketing team in development / implementation of marketing strategies and management of P&L for brands
- Accountable for marketing and pre-marketing of all promoted brands and pipeline products
- Hire, coach and promote marketing staff
- Lead management of co-promotion partnerships by liaising with multi-divisional groups internally and with co-promotion partners

SENIOR PRODUCT MANAGER - BRAND[®], 2002 – 2003

- Managed brand strategy, tactical planning / implementation and P&L for brand
- Managed co-promotion partnership

Company B

PRODUCT MANAGER – BRAND[®], 2000 - 2002

- Managed brand strategy, tactical planning / implementation, market research, sales training and P&L for brand

Company C

ASSOCIATE PRODUCT MANAGER – BRAND[®], 1999 - 2000

- Managed marketing mix for diagnostic equipment product line
- Developed and implemented launch and sales training strategies for new products and software upgrades

TERRITORY MANAGER, 1997 - 1999

- Promoted ophthalmic pharmaceuticals to target specialists, hospitals, family physicians, and pharmacists
- Planned and directed high-impact CME's and hospital displays

Company D

SALES REPRESENTATIVE, 1995 – 1997

- Sold oral health care products to dentists, hygienists and dental assistants