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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](http://www.pharmaceutical-marketing-coach.com) website.

## Ms. 'Product Manager Extraordinaire'

Address

Home and Cell number

Email

### PROFESSIONAL PROFILE:

A Professional Profile Summary is a great idea.

This helps hiring managers get an overall sense of your experience and skills at a glance.

Design your profile based on the skills that the employer is searching for. Your profile must be interesting enough for the hiring manager to take the next step such as reading the rest of your resume, or better yet, set up an interview with you.

Experienced pharmaceutical product manager whose decision-making, strategic focus and detailed tactical planning lead to strong sales results. Demonstrated leadership through numerous brand challenges including launches and lifecycle planning. Recognized for high degree of creativity as well as excellent communication and presentation skills that can motivate a sales force into action.

### EMPLOYMENT HISTORY:

#### Company A 2006 –2008

##### *Product Manager, Brand name*

It is important to prove your strategic skills when applying for a marketing position because it is one of the most critical skills that a hiring manager is looking for.

- Strategically led the brand while faced with new formulations and generic entries
- Developed a representative communication campaign, which was nominated for a 2007 Global Marketing Award.
- Represented the Canadian market and contributed to the development of global brand strategy as an active member of the Global Core Marketing Team.

Highlight your participation in various teams. This demonstrates your leadership skills and versatility.

#### Company B 2005 –2006

##### *Marketing Manager, Brand name*

Caution: A tell-tale sign of an amateur marketer is when somebody comes on board and starts making changes right away. Sometimes this is warranted and justified, and may even be the first task your manager requests of you. However, be prepared that some hiring managers may question this. Be prepared to explain why changes were made to either the brand strategy, the messages, or the promotional campaign without giving away competitive or confidential information.

- Strengthened brand strategy and messaging resulting in increased promotional impact
- Developed regionalized action plans to address soft product sales in the brand's main provincial markets, leading the brand to overtake the competition on both a provincial and national level
- Achieved 110% of national sales target; first year since launch that the brand met and exceeded its operating budget.

#### Company C 1999-2005

##### *Product Manager (2004 –2005), Associate Product Manager (2002 –2004), Brand name*

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.

- Integral to the successful launch of the brand: managed campaign development, creation of promotional materials and messaging, motivational launch presentation
- Successfully developed and implemented the highly motivational pre-launch plan for the MAJOR mortality trial, resulting in a 30% increase in NRx volume, breaking a five month plateau
- Effectively positioned the MAJOR trial results, resulting in continued linear growth in NRx and TRx share despite neutral study outcomes

##### *Pharmaceutical Sales Representative (1999 –2002)*

Always highlight awards that you received. This is a resume. It is a requirement to brag about your achievements.

- Winner of the District Representative of the Year Award, 2001
- Achieved highest market share in English Canada for main product
- Winner of the CCPE Medal for the Accreditation examination 2001
- Achieved 92% on the CCPE Cardiology Exam and 96% on the Endocrinology Exam.

The CCPE (Council for Continuing Pharmaceutical Education) acronym is recognized in the Canadian industry but needs to be spelled out if applying abroad.

### EDUCATION:

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

- M.B.A. (Brand Management Specialization), Hoity Toity University, 1999
- B.Sc. (Hons.), David Suzuki University, 1997