

*The author of this website is not a legal expert, nor a recruiting / human resources professional. The information included is opinion-based. It is the responsibility of the website visitor to determine what is legal, ethical and acceptable to include in their resume.*

*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.*

*Include your personal telephone number and e-mail address. Do not use your work e-mail address – it is unprofessional. Use your personal e-mail address to brand yourself eg. [mspecialrep@yashan.com](mailto:mspecialrep@yashan.com). It is free and easy to create your own e-mail address,*

*Great way to let the hiring manager know exactly what you are looking for. This will quickly indicate whether or not you are a match for the job or not.*

*Hiring managers are busy. Therefore, if all the hiring manager has time to do is skim your resume, your summary of credentials could be what gets your foot in the door for an interview.*

## **Ms. Specialist Rep who has truly done it all**

Address

Address 2

Tel: # , e-mail address

### **career goals**

To contribute to the success of a dynamic organization that can capitalize on my communication skills and extensive sales and marketing experience.

### **summary of credentials**

- Natural leadership ability with outstanding interpersonal skills
- Experience in strategic and tactical business planning
- Handled multi-million dollar budgets
- Excellent verbal communication and multi-tasking abilities
- Efficient and effective work habits allowing for exceptional productivity
- Extensive marketing experience, both pharmaceutical and academic

### **career history**

September 2007 to Dec. 14, 2007

Company A

#### **Specialist Representative (contract)**

- Covering cardiovascular and metabolic therapeutic areas.

July 2001- August 2007

Company B

#### **Specialist Representative**

- Identified key decision makers in territory, developed personal relationships and built strong momentum for products through unsurpassed service and knowledge.
- Increased sales of mature product by 55% (2 year period) through targeting guideline authors and KOLs
- Initiated CMEs by bringing in KOLs (special Grand Rounds, guideline panel discussions, etc...) to impact philosophy of major decision makers, i.e., authors of guidelines.

September 1999 – June 28, 2000

#### **Marketing Teacher, Business Diploma**

Company C

- Developed and presented three semesters of Marketing

September 1999 – February 28, 2000

#### **Contract Medical Representative, Dermatology**

Company D

- Detailed key customers 4-6 times in six months
- Booked and hosted lunch time seminars, evening CME's

September 1998 – May 31, 1999

#### **Senior Product Manager, Women's Healthcare**

Company E

- Developed P & L and marketing plan for six new products for women's health care
- Developed promotional material

May 1993 – February 1995

#### **Director, Medical Education Services**

Company F

- Opened office and established new accounts
- Developed several new CME vehicles to meet my clients' strategic marketing needs i.e., videoconferencing, CME detail aid, pharmacist campaigns, new types of single sponsor publication formats

August 1992 – May 1993

**Account Supervisor**

Agency X

- Responsible for developing and implementing communication strategies for journal ads, sales aids, and other promotional pieces

July 1989 – July 1992

**Cardiovascular Operational Product Manager**

Company G

- Launched Brand Y
- Focused strategic planning enabling Brand Y to outperform all sales expectations
- Motivated the field force to slow the generic erosion of Brand Z

February 1983 – July 1989

**Specialist and Medical Representative**

Company G

- Tripled territory sales in six years while the national sales doubled
- Highest sales in Canada
- Received “Million Dollar Club” awards four years in a row

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

January 1981 – February 1983

**Technical Assistant**

University Smarty Pants

June 1980 – August 1980

**Biotechnology Research Assistant**

Company G, Global headquarters

June 1979 – August 1979

**Teratology Research Assistant**

Company G

**education**

**courses and awards**

- 2007 Diabetes/Metabolic Syndrome CCPE – 90%
- 2005 Specialist Representative of the Year
- Writing for Business
- Written and Verbal Communication Skills for Successful Managerial Communication
- Advanced Marketing of Pharmaceuticals, Basel, Switzerland
- Accredited Pharmaceutical Manufacturing Representative (CCPE)  
Completed basic, Cardiovascular, Endocrinology, Anti-inflammatory, Psychiatry

**degrees**

- MBA Marketing/International Management, July 1989 – University Smarty Pants
- B Sc. Biochemistry 1981 – University Smarty Pants

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