

# Dale Casasanto

Medical Representative

## Profile

Dedicated Medical Representative with 1 year of experience in fostering strong relationships with healthcare professionals, promoting pharmaceutical products, and consistently achieving sales targets. Demonstrates excellent communication and presentation skills, along with in-depth knowledge of the pharmaceutical industry. Highly adaptable and committed to staying current on the latest medical advancements and product offerings. Proven ability to work independently and as a team player, while delivering exceptional customer service and meeting organizational goals.

## Employment History

### Medical Representative at Pfizer Inc., OR

Mar 2023 - Present

- Successfully increased sales of a key pharmaceutical product by 35% within one year, resulting in over \$2 million in additional revenue for the Oregon territory.
- Established and maintained relationships with over 100 healthcare providers, leading to a 25% increase in new prescriptions and a 15% increase in overall prescription volume in the designated region.
- Developed and executed a targeted marketing campaign that increased awareness of Pfizer's cardiovascular medication portfolio, resulting in a 20% growth in market share within the Oregon territory.
- Organized and led multiple successful Continuing Medical Education (CME) events for healthcare professionals, attracting over 200 attendees and increasing product knowledge among key decision-makers.

### Associate Medical Representative at Johnson & Johnson, OR

Jul 2022 - Jan 2023

- Increased sales by 25% in the first year, exceeding annual targets and contributing to Johnson & Johnson's strong market position in OR.
- Developed strong relationships with over 50 healthcare professionals, resulting in a 35% increase in product recommendations and driving growth in the assigned territory.
- Led a team of 5 medical representatives in implementing a successful marketing campaign, increasing product awareness by 40% among target customers.
- Streamlined the client management process, reducing administrative time by 20% and improving overall efficiency within the team.

## Education

### Bachelor of Science in Pharmaceutical Sciences at Oregon State University, Corvallis, OR

Sep 2017 - May 2022

Relevant Coursework: Pharmacology, Medicinal Chemistry, Drug Development, Pharmaceutical Biotechnology, Pharmacokinetics,

## Details

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## Links

[linkedin.com/in/dalecasasanto](https://www.linkedin.com/in/dalecasasanto)

## Skills

Pharmacology knowledge

Sales techniques

CRM software proficiency

Territory management

Presentation skills

Networking abilities

Negotiation expertise

## Languages

English

Indonesian

## Hobbies

Attending medical conferences

Reading medical journals

Practicing yoga or meditation