

REDA TOVIAS

Pharmaceutical Sales Representative

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123 Maple Street, Salt Lake City, UT
84101



PROFILE

Results-driven Pharmaceutical Sales Representative with 1 year of experience in building strong relationships with healthcare professionals and promoting pharmaceutical products. Proven track record in achieving sales targets, expanding product awareness, and increasing market share. Adept at conducting presentations, organizing events, and providing excellent customer service. Committed to staying updated on industry trends and continuously enhancing product knowledge. Demonstrates exceptional communication, negotiation, and time management skills.

LINKS

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

SKILLS

Persuasion

Negotiation

CRM (Customer Relationship Management)

Product Knowledge

Networking

Time Management

Territory Planning

LANGUAGES

English

Spanish

EMPLOYMENT HISTORY

● Pharmaceutical Sales Representative at Pfizer Inc., UT

Apr 2023 - Present

- Achieved 120% of sales target in 2019, successfully selling over \$1.5 million worth of pharmaceutical products and contributing significantly to Pfizer's growth in the UT market.
- Expanded market share for key drug Xeljanz by 35% in 2018, through strategic targeting of rheumatologists and effective sales presentations that highlighted the drug's benefits and competitive advantages.
- Cultivated relationships with over 100 new healthcare providers in 2017, resulting in a 25% increase in prescription rates for Pfizer's cardiovascular product line within the assigned territory.
- Spearheaded a cross-functional team to develop and execute a successful product launch for Ibrance in 2016, leading to a 50% increase in sales within the first six months of its introduction in the UT market.

● Associate Pharmaceutical Sales Representative at Merck & Co., UT

Sep 2022 - Mar 2023

- Achieved 120% of sales quota for the year, resulting in a revenue increase of \$1.2 million for Merck & Co.'s pharmaceutical products in the UT territory.
- Successfully launched a new oncology drug, leading to a 75% increase in prescriptions within the first six months and generating an additional \$500,000 in annual revenue for the company.
- Developed and maintained relationships with over 50 key healthcare providers, leading to a 30% increase in prescribing rates for Merck & Co.'s product portfolio in the UT region.

EDUCATION

Bachelor of Science in Pharmaceutical Sales at University of Utah, Salt Lake City, UT

Aug 2018 - May 2022

Relevant Coursework: Pharmacology, Pharmaceutical Marketing and Sales, Human Anatomy and Physiology, Organic Chemistry, Biochemistry, Medical Terminology, Health Care Management, and Communication Skills.

CERTIFICATES

Certified National Pharmaceutical Representative (CNPR)

Jun 2022