

# KANG HONG WEI

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## PERSONAL PROFILE

Motivated medical senior representative with 3+ years of experience in promoting dermatology and nasal products. Seeking a challenging role in pharmaceutical sales where I can leverage my proven track record of driving sales growth and building strong relationships with key customers.

## EDUCATION

### Multimedia University

Bachelor in Business  
Administration (Hons)  
Banking and Finance, 2019  
- Second Class

### Extracurricular

- St.John Ambulance Malaysia  
(2009-2019)

## SKILLS

- Microsoft Office
- Google Suite
- Digital Marketing
- Sales Analysis
- Funnel Sales

## ACHIEVEMENT

- 2021 - Achieved ytd target
- 2022- Achieved ytd and mtd target consistent (Conducted CME in Melaka for pharmacies sector)
- 2023- Achieved ytd and mtd target

## WORK EXPERIENCE

### Uber Malaysia Sdn Bhd

#### Marketing Executive | City Coordinator

MARCH 2017 - MARCH 2018

- Mainly functioning in strategic planning, data analytics, performance metrics tracking
- To deal with key winning partnerships within Melaka City.
- To conduct localise On-Demand campaigns and events.
- To join biggest event in Melaka.
- Planning, meeting, briefing design, recruiting promoter, executing all activities across the city.

### Hoe Pharmaceutical Sdn Bhd, Taisho Group

#### Medical Representative (2020-2023)

#### Senior Medical Representative(2023-Present)

JANUARY 2020-PRESENT

- Promoted and sold dermatology and nasal products to clinics and pharmacies channel.
- Developed and maintained strong relationships with key customers, resulting in improved customer satisfaction and loyalty.
- Coordinated and executed medical events, resulting in increased product awareness and sales.
- Consistently achieved monthly and yearly sales targets for 18+ months, following the recovery from the pandemic impact.
- Conducted monthly and quarterly sales analyses of customer behavior and SKU performance to identify areas for improvement and growth opportunities.

## LANGUAGE

- English- Professional working proficiency
- Chinese- Professional working proficiency
- Malay- Elementary proficiency

## REFERENCE

### YaPei Low, Area Sales Manager, Hoe Pharma

(012) 785-0209, lowyapei@yahoo.com

- Former Superior in Hoe Pharma

### ZhanHua Hui, Marketing Manager, Grab Malaysia

(019) 311-9395

- Former Superior in Uber