

GAN SHANG YEN

PERSONAL PROFILE

A highly motivated and attentive marketer with 2 years of experience in pharmaceutical industry across marketing projects and campaigns, product management, business analytics and digital initiatives. Highly skilled in developing and executing brand plans, marketing strategies, KOL engagement and portfolio selling campaigns to drive product growth and brand positioning. Proven ability to manage product portfolios and lead initiatives to achieve business objectives.

CONTACT DETAILS

PHONE

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LINKEDIN

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HOME ADDRESS

698-A, Jalan Perak 5, Taman Megah, Bukit Beruang, 75450 Melaka.

PERSONAL SKILLS

Communication Skills

Analytical Skills

Leadership

Attentive

Time Management

EDUCATION

UNIVERSITY OF NOTTINGHAM MALAYSIA

Bsc (Hons) Pharmaceutical and Health Sciences
2016 - 2019

First Class Honour

SOFTWARE SKILLS

Microsoft Office Suite- Excel, Word, PowerPoint, SharePoint, OneDrive)

Adobe- Acrobat Pro

CRM Software- Veeva, Salesforce

LANGUAGES

Mandarin – native (written and spoken)

English – proficient (written and spoken)

Malay – intermediate (written and spoken)

WORK EXPERIENCES

ASSOCIATE MARKETING MANAGER (DYMISTA, ELIDEL, CNS)

Viartis Malaysia | Apr 2023 - Present

- Develop and implement comprehensive brand plans and marketing strategies with a strong multichannel engagement plan to optimise opportunities across the channels in support of business development, strengthen market positioning and enhance company profitability.
- Analyze market trends, competitor activity and customer insights to refine positioning and identify growth opportunities for the products.
- Establish and maintain strong KOL engagement and relationships with influential healthcare professionals to drive advocacy for product portfolios.
- Provide product training, role-play sessions and competitor exercises to the sales team to enhance product knowledge, effective selling and program execution.
- Develop impactful portfolio selling campaigns and promotional materials to drive effective messaging in align with brand strategies and product features.
- Drive and execute comprehensive digital marketing campaigns, leveraging HCP portal and digital marketing tools (eDA, RTE, emailer) to enhance virtual engagement with target customers.
- Develop close relationships and cross-functional collaborations with sales, medical, training and regulatory to ensure smooth execution of marketing campaigns.

PRODUCT SPECIALIST (RETAIL)

Viartis Malaysia | Jul 2022 - Mar 2023

- Established segmentation & targeting to incorporate into the business plan to align Viartis range of products with the right patients through the right customers.
- Built strong customer relationships with the objective of maximizing sales volume to achieve sales targets and market share of designated products on a given chain pharmacy account.
- Executed marketing or commercial programs and conduct group selling activities (CME, blitz, video show etc.) to ensure pharmacist awareness of Viartis products.

MARKETING EXECUTIVE

Pfizer Upjohn Malaysia | Jan 2020 - Jun 2022

- Assisted in the execution of brand strategies for CV range products, contributing to the achievement of market share goals and revenue targets.
- Supported daily operational tasks and optimized data analytics on program performance to identify market behaviours and opportunities.
- Involved in developing and refining promotional materials, managed digital marketing campaigns, driving increased engagement and product visibility.
- Assisted with planning and execution of marketing events such as conference sponsorship, webinars, advisory board and CME talks.
- Worked closely with multiple internal & external stakeholders to successfully execute on larger projects and marketing campaigns.

CAREER ACHIEVEMENTS

- Special Recognition of Best Marketer Award H2 2023
- Champion of Top SE GP/IP Q4 2022
- First Runner Up of Top SE GP/IP 2H 2022
- 1st Honorable Mention in Viartis Global Marketing Excellence Awards 2021 for digital PAP program