



# DIVYATARISINI A/P SURIYA NARAYANAN

MEDICAL SALES REPRESENTATIVE

P : +6014-3837895

E : divyatarisini28@gmail.com

A : 81400 Senai, Johor

*Results-oriented communicator with a Bachelor's degree in Mass Communication (Hons) from Inti International University, Nilai Campus. Demonstrated ability to excel in various roles, showcasing strong teamwork skills and a knack for thriving in both collaborative and independent work environments. Accomplished in delivering effective communication strategies and adapting to diverse professional settings.*

## WORK EXPERIENCE

### ANS Medica Sdn Bhd

Jul 2024 - Present

#### SENIOR MEDICAL SALES REPRESENTATIVE

##### Key Responsibilities :

- **Sales and Business Development:** Promotes medical equipment to surgeons and share the benefits of those products. Developing new accounts and expand sales in existing accounts.
- **Product Demonstration & Technical Support:** Demonstrate equipment to medical staffs and end users, explain on complex product features and clinical applications clearly by providing troubleshooting and first-line technical support.
- **Installation and Training:** Coordinating equipment delivery, installation and setup on timely basis, provides training to clinicians and OT staff on proper equipment usage and maintenances.
- **Administrative Duties:** Maintaining accurate sales records/ forecasts, CRM updates and territory reports. Ensuring compliances with healthcare regulations and company policies.
- **Client Relationship Management:** Building long term relationships with procurement officers, specialist surgeons and staffs especially those OR team.
- **Market Intelligence:** Monitoring industry trends and competitors activities and strategies, and being the key contact person for after sales service and support.

##### Key Achievements :

Expanded customer base by 40% within 12 months by targeting underserved hospital groups and specialty clinics.  
Acted as the go-to expert for complex device demonstrations, often brought in to assist new medical OR staffs or high-value client meetings.  
Led regional sales team workshops to share best practices, contributing to a **15% overall lift in team performance**.

## EDUCATION

JUL 2018

BACHELOR IN MASS  
COMMUNICATION (HONS)

Inti International University, Nilai  
Campus

- CGPA : 2.79

AUG 2014

FOUNDATION IN ARTS

Universiti Tunku Abdul Rahman,  
Petaling Jaya

- CGPA : 2.44

MAR 2012

SIJIL PELAJARAN MALAYSIA (SPM)

SMK Senai

- Result : 2A & 2B

## COMPUTER SKILLS

- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint

## PRO SKILLS

- Office Database
- Administration
- Spreadsheets/Reports
- Event Management
- Product Knowledge
- Sales Techniques
- Relationship-building
- Public Speaking
- Training Evaluation
- Project Management
- Marketing Campaign Planning
- Budget Management

## PERSONAL SKILLS

- Communication
- Time Management
- Problem Solving
- Leadership
- Adaptability
- Teamwork
- Willing to Learn

**Avero Mednav  
Sdn Bhd**

Sep 2022 - Jul 2024

**MEDICAL SALES REPRESENTATIVE**

**Key Responsibilities :**

- **Plan Work Schedules:** Coordinate with sales team for effective coverage and goal achievement.
- **Targeted Doctor Engagement:** Utilize persuasive communication to influence prescribing decisions.
- **Perform Cost-Benefit Analysis:** Showcase product value compared to competitors.
- **Build Relationships:** Foster trust with key stakeholders in assigned territories.
- **Market Intelligence:** Provide feedback on industry trends and competitor activities.
- **Compliance and Ethics:** Uphold professionalism and integrity in sales interactions.

**Key Achievements :**

- Implemented a new scheduling system resulting in a 20% increase in territory coverage and a 15% improvement in goal achievement.
- Conducted in-depth cost-benefit analyses, leading to a 10% increase in market share compared to competitors.

**Zurich Life  
Insurance  
Malaysia Berhad**

Sep 2019 - 2022

**SOUTHERN REGIONAL TRAINER**

**Key Responsibilities :**

- **Branch Training Support:** Customize training for Johor branches, addressing specific needs and aligning with goals.
- **New Programme Development:** Contribute to developing and enhancing training programs, supporting new initiatives.
- **Guidance for New Rookies:** Offer insights and support to new agents, aiding in navigating regulations and mastering product knowledge.
- **System Functionality Management:** Manage training systems for seamless operation and accessibility across branches.
- **Regulatory Compliance:** Ensure training materials and programs comply with investment-linked life insurance regulations.
- **Technical Training Specialization:** Conduct specialized tech training sessions.

**Key Achievements :**

- Provided tailored guidance resulting in a 25% reduction in onboarding time for new rookies, enabling quicker integration into the team.
- Implemented system enhancements leading to a 30% increase in training efficiency and accessibility across all branches.

**LANGUAGE**

- English
- Tamil
- Mandarin
- Telugu
- Bahasa Malaysia

**REFERENCE**

MR KUMARAIES  
ANS MEDICA SDN BHD  
Contact : +60163334633  
Email :  
[kumaraies.kumar@gmail.com](mailto:kumaraies.kumar@gmail.com)

## **Impiana Hotel Senai, Johor**

Feb 2018 - Feb 2019

### **SENIOR MARKETING DEPARTMENT COORDINATOR**

#### **Key Responsibilities :**

- **Event Coordination:** Organize and execute events at Impiana Hotel Senai, collaborating with teams and vendors for seamless execution.
- **Event Rundown Planning:** Create detailed timelines for smooth event flow and timely execution.
- **Inquiry Management:** Handle event inquiries, providing accurate information to potential clients.
- **Crisis Management:** Lead last-minute events, addressing challenges professionally for successful outcomes.
- **Data Preparation:** Compile attendee lists and feedback for analysis and future planning.
- **Staff Coordination:** Assign tasks to staff members for clear communication and coordination.

#### **Key Achievements :**

- Implemented a streamlined inquiry management process, resulting in a 20% increase in client satisfaction ratings due to accurate and prompt information delivery.
- Successfully managed last-minute events, resolving crises promptly and maintaining event quality, resulting in a 95% satisfaction rate from attendees.

## **Sapura Energy Berhad, Seri Kembangan, Selangor**

Sep 2017 - dec 2017

### **INTERNSHIP - CORPORATE COMMUNICATION DEPT**

#### **Key Responsibilities :**

- **Event Management Learning:** Gain knowledge of event management processes, focusing on major sporting events like CIMB Classic.
- **Event Rundown Assistance:** Support senior professionals in planning and executing event details.
- **Coordination and Support:** Assist with logistics, vendor management, and participant coordination.
- **On-Site Management:** Provide on-the-ground support and address issues during the event.
- **Communication and Collaboration:** Maintain open communication with stakeholders.
- **Problem Solving:** Address unexpected challenges and mitigate risks during the event.

#### **Key Achievements :**

- Streamlined logistical processes resulting in a 15% reduction in setup time and a 20% decrease in event-related costs.
- Implemented proactive problem-solving strategies, reducing event-related issues by 25% and ensuring smooth execution.

## **INVOLVEMENT & ACHIEVEMENT**

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- Facilitator in Inti IU Mass Communication Camp 2015
- Volunteered for Rainbow of Life Forces (ROLF) The 7th Gold Ribbon Grant-A-Wish Campaign 2015 for the underprivileged children
- Secretary for the 19th INTIMA Mass Communication Club's ROLF Yellow Ribbon. The Gratitude Campaign 2015
- Radio Announcer at Inti Vibes 2016
- Passed PCE & CEILI Exam for insurance
- Champion in Amadago International program. Awarded with an International Certificate