

Benjamin Eisenman

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SUMMARY

Focused and resourceful pharmaceutical sales professional with proven skills in driving growth across multiple product lines. Experienced in building relationships with providers and leading educational and advocacy programs. Driven Professional Healthcare Representative bringing 2 years' experience in pharmaceutical sales and revenue development. Talented account manager and decisive planner with excellent communication and program oversight skills. Looking for a fast-paced, demanding position with Pacifica Salud.

SKILLS

- Strategic planning
- Developing programs
- Market understanding
- Sales closing
- Customer needs assessment
- Product merchandising
- Product and service knowledge
- Planning and coordination

EXPERIENCE

Pharmaceutic, Pacific Salud, January 2014-July 2014

Panama City, Panama

- Implement pharmaceutical product training to over 100 nurses across 4 hospitals.
- Created and implemented programs to educate providers about each drug.
- Stayed up to date on market trends and competitor details.
- Generated sales by prospecting leads, cold calling and negotiating advantageous deals.
- Identified customer needs to deliver relevant product solutions and promotions and meet target budgets.
- Built strong, professional relationships through identification of client needs, which increased overall sales and opportunities.
- Cross-sold additional products and services to purchasing customers.
- Generated more than 20 leads per week and pursued appointment opportunities to convert prospects into new customers.
- Made recommendations to customers to promote brand effectiveness and product benefits.
- Planned and followed through with inventory management for each store.

Creative Producer & Content Creator, Tomorrow Digital Project, January 2015-February 2016

Dallas, TX

- Curated content for social media platforms, including Instagram, Facebook and YouTube.
- Posted useful, creative and timely content on social media, blog and website.
- Monitored website and social media traffic.

- Utilized editing and photography tools to enhance storytelling.
- Planned, produced and edited video projects to maximize engagement.
- Wrote and published 57 pieces for Tomorrow Digital Project's blog.
- Produced clear and concise creative briefs outlining project objectives and requirements for Creative Producer & Content Creator.
- Edited photographs and produced graphic design artwork using Photoshop and Illustrator.
- Coordinated production schedules, editing, printing and duplication processes.
- Supervised and worked closely with writers, directors, managers and technical crews throughout production process.
- Supervised production staff during planned photo shoots in studio and on location.

Freelance Writer & Translator, Eisenman Productions, March 2016-Current

Dallas, TX

- Used knowledge of cultural background to understand idiomatic meanings of specific expressions.
- Duplicated style and flow of original documents.
- Worked with clients to establish translation requirements and scope, checking in following submission of work to verify satisfaction and understanding.
- Generated video subtitle from non-Spanish dialogue and developed translations in target language.
- Offered quick verbal translations of documents for use by health professionals.
- Delivered translation and customer service to over 150 clients.
- Promoted efficiency and verified consistency of translation within documents using translation memory software such as Microsoft Word and Google Translate.
- Translated important departmental materials and documents into Spanish and English.
- Cross-referenced specialized dictionaries and thesauruses for slang and nuanced terminology.
- Reviewed and analyzed briefing materials before starting translations.
- Provided appropriate contextual information to increase clients understanding of translations.
- Defined translation needs of over 40 annual clients.
- Edited documents for grammar, clarity, content and formatting.
- Proofread and edited 200 reports written by all types of professionals in different fields to correct mistakes and offer writing tips.
- Proofread materials created by other writers to identify spelling, punctuation and grammar mistakes.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.

EDUCATION AND TRAINING

High School Diploma

Instituto Alberto Einstein, Panama City, Panama December 2014

Bachelor of Arts

Writing - Freshman Year, Quality Leadership University, Panama City, Panama August 2015

Bachelor of Arts

Film And Video Production, Southern Methodist University, Dallas, TX May 2019

Bachelor of Science

Medicinal And Pharmaceutical Chemistry, Southern Methodist University, Dallas, TX May 2019