

# Alexi Contrata



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## ABOUT ME

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I currently work as an Executive Sales Representative at Merck. My role at Merck has been a conduit between my charisma and passion for health and helping others.

## PROFESSIONAL EXPERIENCE

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### **Merck & Co.**

#### ***Executive Sales Representative***

*Bronx, NY / August 2018 – Present*

- Developed and maintained relationships with primary care physicians, endocrinologists, neurologists, psychiatrists, nephrologists, cardiologists, dermatologists, podiatrists, pulmonologists, immunologists, otolaryngologists and medical staff to increase market share of Belsomra, Januvia, Janumet, Janumet XR, Steglatro, Steglujan, Segluromet, Sivextro, and Verquvo
- Developed superior product and disease state knowledge in the diabetes, infectious disease, insomnia and heart failure market and engaged in clinical discussions with healthcare providers
- Maintained a high level of clinical expertise in product portfolio markets while utilizing all medical information resources
- Prioritized time and effort to ensure optimal coverage of appropriate physician specialties based on opportunity and potential
- Embodied a high level of confidence to deliver relevant messages to customers in a clear and compelling manner, optimally handled objections and closed calls with commitment to action to inspire changes in customer behavior
- Coordinated district presentations and led teleconferences to keep NYC district up to date with competitor studies, new managed care access, marketing strategies and data analytics
- 2021 launched Verquvo targeting cardiologists in a hospital based setting while growing type 2 diabetes and insomnia market share
- 2021 engaged in clinical discussions regarding chronic cough disease awareness to support upcoming product launch targeting pulmonologists, allergists, and otolaryngologists
- 2020, 2021, 2022 Northeast Region Director of Operations Liaison point
- 2020, 2021, 2022 New York City Metro District Operations Liaison point
- 2019 launched Sivextro targeting dermatologists and podiatrists and built rapport with specialty pharmacists to support launch while growing type 2 diabetes market
- 2019 Program owner of Podiatry Summit East conference to promote Sivextro launch
- 2019 Coordinated CAMS medical conference to promote Januvia and Steglatro franchise
- 2019 Planned and executed NYC district team corporate volunteer event to feeding America
- 2019 Presented diabetes marketing strategies to executives at 1S National sales meeting
- 2019 Northeast Region Culture Ambassador point
- Active member of Merck Women's Network to empower women in corporate America
- Active member of LEAD Nation Group dedicated to diversity and inclusion in the work place
- Active member of Merck Mentorship program

## **ACHIEVEMENTS:**

- **2020 MVP Award Winner**
- **2020 Ranked #1** territory in the nation for Belsomra
- **2020 Ranked #1** district in the nation for Steglatro Franchise
- **Exceeded** Januvia Franchise objective 2018 by 6%, 2019 by 5% 2020 by 1%, 2021 by 5%
- **Exceeded** Steglatro Franchise sales objective in 2018 by 15%, 2020 by 28%, 2021 by 10%
- **Exceeded** Belsomra sales objective 2020 by 91%, 2021 by 14%
- **Grew** Januvia franchise market share **over 85%** in Bronx DPP-4 market
- **Significantly increased** TRx market share for Steglatro franchise by 24% by delivering consistent marketing messages to high-potential physicians and leveraging managed care opportunities
- **Ranked in the top 20%** National Leader Board: 2018, 2019, 2020, 2021
- **Executed multiple** product launches in complex environments with success

## **Merck & Co.**

### ***Special Assignment: Senior Specialist Digital Media Capabilities US Pharma Brands***

*Remote | September 2021– Present*

- Strong collaboration with media strategy & innovation lead to evolve social media platforms and other strategic vendor partnerships
- Collaborate and present sensitive documents to OPAR & Legal team for process approval
- Ensure digital marketing resources are meaningful to customers and compliant
- Provide expertise on how to utilize digital marketing channels that provide the best user experience

## **CheckedUp**

***Senior Account Executive***

*NY, NY | August 2017- March 2018*

- Called on ophthalmologists to market and promote medical technology platforms
- Provided demonstrations of CheckedUp's medical technology to physicians
- Established and maintained strong relationships with ophthalmologists ensuring client retention and satisfaction and leveraged relationships to generate new business
- Coordinated sales efforts with team members and other departments to enhance collaboration

## **SKILLS**

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Product Launch Experience, Innovation & Tactical Execution, Customer Centric Selling, Account Management, Data Analytics, Project Management, Excellent Oral Communication Skills, Proficient in Salesforce, Veeva, Veeva PromoMats, EngageZone, WebEx, Microsoft Teams, Microsoft Office (Word, PowerPoint, Excel), Digital Media/Social Media Advertising

## **HONORS AND PHILANTHROPY**

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- Health Care Management Society, Gamma Phi Beta Sorority (Epsilon Lambda Chapter)
  - Dean's List & President's List, National Honor Society & NSCS Honor Society

## **EDUCATION**

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**The University of Alabama, Tuscaloosa, AL | May 2017**

Bachelors of Science in Commerce and Business Administration | Marketing & Management

**GPA: 3.6 (Cum Laude)**