

# ALESSANDRA PAOLA MENNA



## PHARMACEUTICAL SALES REPRESENTATIVE

Highly motivated person with an enterprising and creative mind, enthusiastic about learning new things and with good team-working skills.

Fascinated by the studies of neurodegenerative diseases & the gut-brain axis, interested in the application of the Marketing Mix.

Doing physical activity is "a balm" for my soul.

Interested in graphics for PowerPoint presentations effectiveness.

🌸 Born in Pietrasanta (11/07/1994), 📍 Based in Massa (MS, Tuscany, IT),

🚗 Driving licence (category B).

## EDUCATION & QUALIFICATIONS

Nov 2022 – Mar 2023:

**MASTER OF HIGHER EDUCATION IN MANAGEMENT & MARKETING OF PHARMACEUTICAL INDUSTRY**

**ALMA LABORIS BUSINESS SCHOOL.**

Modules of the course:

- **Medical Direction**
- **Business development and Sales management**
- **Pharmaceutical Marketing**
- The Project Manager
- Market access
- Pharmacovigilance
- Regulatory Affairs
- Process monitoring and quality control
- The management of human resources

Sept 2019 – Jul 2022:

**MASTER'S DEGREE IN SCIENCES OF HUMAN NUTRITION (LM-61)**

VOTE: 109

**DEPARTMENT OF PHARMACY, UNIVERSITY OF PISA.**

Sept 2015 – May 2019:

**BACHELOR'S DEGREE IN PHARMACEUTICAL SCIENCES AND TECHNOLOGIES (L-29)**

I ATTENDED THE SPECIFIC CURRICULUM TO BECOME A PHARMACEUTICAL SALES REPRESENTATIVE

**DEPARTMENT OF PHARMACY, UNIVERSITY OF PISA.**

Sept 2008 – Jul 2013:

SCIENTIFIC HIGH SCHOOL DIPLOMA

**SCIENTIFIC HIGH SCHOOL "MICHELANGELO", FORTE DEI MARMI** -

FORM SEPT 2013 TO DEC 2014 I DID MY FIRST WORK EXPERIENCE.

## CERTIFICATES & IT SKILLS

- 1) "FOOD SCIENCE CONFERENCE XI EDITION. Sarcopenic obesity: a new challenge. ESPEN EASO INITIATIVE AND FOLLOW UP" - held on 26 November 2022, Sapienza University, Rome.
- 2) "BEAUTY & THE BRAIN: CAN NEUROSCIENCE EXPLAIN ART?" - (EMOTIONS BrainForum series dedicated to Rita Levi-Montalcini) - held on 19 November 2021, Rome.
- 3) Participation in the "WeFood Festival - Academy Project" (Goodnet - Territori in Rete) - held on 30 May 2021, Padova.
- 4) Certificate of **first aid course "Basic Life Support and Defibrillation"** - issued by Azienda Ospedaliero Universitaria Pisana

Good knowledge of Microsoft Word, M. Office, M PowerPoint, **ChemDraw Professionals.**

## WORK EXPERIENCES

Sept 2022 - Present:

**PHARMACEUTICAL SALES REPRESENTATIVE - Pharma Line S.R.L.**

Nov 2021 - Jul 2022:

**EXPERIMENTAL THESIS** - Title: "*Tellurium(IV) prodrugs: synthesis, characterization and potential biological applications*" (written in english) - **Department of Pharmacy, University of Pisa.**

↳ Skills acquired during thesis period: **synthesis and characterization.**

May 2021 - Jul 2021:

**TRAINEE at the MANAGEMENT INSTITUTE - Scuola Superiore Sant'Anna, University of Pisa.**

↳ Skills acquired during the internship: **Experimental design** in Consumer Neuroscience's field./ **Consumer Neuroscience** & Consumer Behavior study./ Data analysis (with R)./ Application of the HTA process in the field of consumer neuroscience for the **profiling** of vulnerable patients in terms of food choices.

Jan 2020 - Feb 2021:

**MEDICAL AREA MANAGEMENT - University of Pisa.**

Oct 2019 - Nov 2019:

**HOSTESS/PROMOTER** - international event "Lucca Comics and Games".

Mar 2019 - May 2019:

**EXPERIMENTAL THESIS** - Title: "*Attività neurotrofica di peptidi mimetici della proteina BDNF e dei loro complessi con lo zinco*" - **Department of Pharmacy, University of Pisa.**

↳ Skills acquired during thesis period: Basic knowledge about **cell culture** (upkeep and cell seeding)./ Application of differentiation protocols on **SH-SY5Y** cell line./ Formulation of samples with ZnSO<sub>4</sub>, BDNF and BDNF's mimetic peptides./ **Morphometric analysis** to evaluate cell differentiation using **ImageJ's Fiji packaging.**

Oct 2018 - Nov 2018:

**TRAINEE in HEALTH TECHNOLOGY ASSESSMENT'S FIELD - Azienda Ospedaliero Universitaria Pisana (medical devices).**

↳ Skills acquired during the internship: Current legislation supervising **medical devices.**/ Information techniques to the medical class through training meetings with pharmaceutical representatives of **Johnson & Johnson** and **Medtronic.**/ **Application of HTA process** in the field of medical devices./ Analysis of the data of a pre-registration post-market clinical study on **TAVI** surgical practice, in order to frame the application of an implantable porcine aortic valve (exposition with **PowerPoint**)./ Study and comparison of surgical techniques in **Laparoscopy** and **Laparotomy** (exposition with PowerPoint).