

Rifqi Firdausa Ahmadi

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About Me

Pharmacy graduate seeking to leverage scientific expertise and analytical skills in a product marketing & executive role. Experienced in managing projects, conducting product and market research, and supporting business development efforts. Demonstrated expertise in stakeholder communication and relationship management by leading cross-functional discussions, proficiently utilizing product tools such as Figma, Jira, and Maze to streamline workflows. Leverage advanced critical thinking and research skills developed through a pharmaceutical background to deliver innovative product management solutions and introduce new perspectives tailored to industry challenges.

Working Experiences

Occupational Health Representative (Marketing & B2B Sales Staff), PT Prodia OHI (July, 2024 – November, 2025)

- Managed relationship for 50+ clients including Bayer Indonesia, Nestlé Indonesia, Otsuka Indonesia, etc and actively supervised projects in regards of their needs for annual and pre-employment medical check-ups.
- Proactively managed and tracked client agreements and related documents using Acumatica, ensuring accurate and timely document administration
- Initiated targeted outreach by sending over 100 monthly emails and conducting onsite visits, generating 12 new clients and contributing approximately IDR 5B in annual revenue, increased of 80% compared to last year.
- Facilitated cross-departmental coordination to project requirements, resulting in a great excellency in service delivery and sustained high levels of client satisfaction

Quality Control Intern, PT Bintang Toedjoe

(April, 2023 – July, 2023)

- Coordinated and participated in morning briefs, reviewed analysts' reports for accuracy, and provided feedback to improve reporting quality
- Developed comprehensive learning modules for analysts in both document and video formats, mapped required competencies for each, and delivered targeted educational sessions to ensure active knowledge transfer.
- Successfully developed comprehensive training modules, including ve tutorial videos and one handbook, using professional and formal language

Education

RevoU

(May, 2023 – August, 2023)

Full-Stack Product Manager

RevoU is an Online Academy that prepares students across Indonesia for most in-demand tech jobs.

- Actively participated in two group projects for DOOgether, earned an average score of 91/100 across two product case studies
- Studied basic knowledge about product management and tools that are often used as PM, including prioritization tools, Jira, Maze, Figma, PRD, etc.

Bandung Institute of Technology

(August, 2017 – January, 2023)

Bachelor of Pharmacy

Development and Usage of Website-based Application as The Main Source of Information to Support Treatment for Patients with Obesity

- Active as a member of Liga Film Mahasiswa (LFM) and became head of division in many of their projects
- Active as a member of Pharmacy Student Representative Council and became deputy chief of media
- Took extra course in Digital Marketing Pharmacy, Semiotics, Psychology of Perception and attended web seminars related to digital application in healthcare

Certifications

MySkill.id

(February, 2026 – April, 2026)

Sales & Business Development Bootcamp

MySkill.id is an Indonesian career development platform providing practical, industry-relevant training through bootcamps to help learners build job-ready skills and portfolio.

- Successfully completed all the personal tasks given every week, participated in all group discussions regarding sales communication, accumulated 80/100 points
- Studied basic knowledge about sales communication, prospecting, product knowledge, leads engagement and negotiation

Project Experiences

Product Manager, RevoU Project – PaDi UMKM

(September, 2023 – January, 2024)

- Helped creating initiatives from start to end regarding PaDi UMKM's goal to increase its monthly active users
- Created PRD, User Persona, Customer Journey Map, User Flow, and Usability Testing using Figma and Maze
- Identified problems that occur in PaDi UMKM and proposed initiatives for its solution based on prioritization scales
- Designed deck for pitching

Product Researcher / Designer, RevoU Project Study Case DOOgether

(June, 2023 – August, 2023)

- Created Customer Journey Map, Action Plan, and PRD to improve user experience flows.
- Designed **Hi-Fi wireframes** and conducted usability testing using Figma & Maze.
- Selected as final presenter; scored **90/100** and **92/100** across two product projects

Additional Information

Skills:

- Technical: Product Management, Product Research, Product Matrix, Problem Prioritization, Product Launch Checklist, Customer Journey, User Persona, Solution Prioritization, OKR, Quality Control Techniques, Usability Testing, Pharmacy Regulations, Time & Work Management, Team-Work
- Soft: Communication, Managing Stakeholders, Pitching
- Tools: PRD, Figma, Whimsical, Jira, Maze