



WANDA AURINA

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46, Bentengan street, Jakarta, 14350

Pharmacy graduate with hands-on experience as a Product Executive in the pharmacy industry. Proven track record in driving product growth through market insight, brand positioning, and impactful marketing strategies. Adept at leading product training, organizing medical events, and collaborating with sales teams to boost performance. Passionate about building strong, science-backed brands and ready to take on a bigger role strategic product management

Work Experiences

PT. Imedco Djaja

Nov 2024 - Present

Product Executive

- Responsible for handling ethical and OTC product such as Hi-D Group, Kid-D, Hi-Kid, Hi-DK2+, Hi-Cur, and Unicur
- Successfully drove sales growth of 40% by developing and executing impactful marketing strategies, such as nationwide product campaigns, tailored programs for pharmacy chains, and customer engagement initiatives that strengthened brand presence and boosted product performance
- Developed products activation and awareness through various events, such as exhibitions, symposiums, webinars, and round table discussions
- Conducted training of product knowledge to 160+ field force periodic, resulting in improved confidence and accuracy during detailing sessions — positively impacting conversion rates and user acquisition.
- Conducted regular sales evaluations and data analysis to identify market opportunities and optimize promotional activities.
- Created engaging promotional gimmicks and marketing materials tailored to different sales channels, enhancing product visibility and appeal
- Collaborated closely with cross-functional teams including sales, medical, and creative to ensure brand consistency and campaign alignment
- Managed stock forecasting based on sales trends, promotional plans, and market demand to maintain optimal product availability and avoid stock-outs or overstocking
- Built and managed relationships with relevant KOLs and healthcare professionals

Apotek Atma Jaya

Jan 2024 - Aug 2024

Pharmacy Assistant

- Assisted in managing inventory, including ordering and organizing stock to ensure optimal availability of medications
- Supported the prescription filling process, including patient interaction and education on medication usage and dosing
- Verified transaction accuracy to ensure correct billing and payment processes

Atmajaya Catholic University Of Indonesia

Feb 2024 - Aug 2024

Pharmacology And Experimental Toxicology Laboratory Assistant

- Ensured all experimental procedures and data were documented accurately and in compliance with ethical and regulatory standards
- Prepare and maintained detailed documentation of experimental protocols, results, and compliance with standard operating procedures
- Prepare and standardized chemical solution, reagents, and experimental materials for pharmacology and toxicology studies
- Conduct experiments to evaluate the pharmacological effects and toxicological impact of compounds on various biological models
- Prepare and conduct formulation trial and formula design in laboratory scale
- Collect, recorded, and analyzed experimental data to assess pharmacological responses and toxic effects
- Assisted in teaching and supervising students in laboratory techniques, experimental procedures, and safety practices
- Analyze , supervise and manage all laboratory department activities
- Provided guidance on the proper handling of toxic substances and the correct execution of pharmacological assays

Atmajaya Catholic University Of Indonesia

Aug 2023 - Feb 2024

Biopharmaceutical And Pharmacokinetic Laboratory Assistant

- Prepare reagents, solutions, and materials required for bioanalytical and pharmacokinetic experiments
- Conducted experiments to assess drug interactions, absorption, distribution, metabolism, and excretion using various laboratory techniques
- Prepare and conduct formulation trial and formula design in laboratory scale
- Utilized analytical methods such as chromatography, spectrometry, and other bioanalytical techniques to evaluate pharmacokinetic profiles
- Ensured adherence to laboratory protocols and standard operating procedures (SOPs) to maintain high-quality and consistent results

- Documented all experimental procedures, results, and deviations meticulously for future reference
- Collected and recorded experimental data, ensuring precision, and accuracy in all measurements and observations
- Analyzed data using statistical software and laboratory tools to interpret the pharmacokinetic and bioanalytical results
- Analyze , supervise and manage all laboratory department activities
- Assisted in teaching and guiding students through practical laboratory sessions, explaining experimental techniques, and addressing their questions
- Provided instruction on proper laboratory practices and safety protocols, ensuring that student understood and followed all guidelines

Prima Medika Laboratoreis
Intern, Production Department

Jul 2023 - Aug 2023

- Followed the drug manufacturing process from re- weighting through secondary packaging, ensuring adherence to GMP (Good Manufacturing Practices)
- Conducted checks on packaging conditions to ensure compliance with standards
- Verified the completeness of drug information on packaging including batch number, expiration date, retail price, and manufacturing date
- Packed drugs from primary to secondary packaging, ensuring protection according to drug characteristics
- Studied and implemented the system for receiving and dispatching products and materials in the warehouse
- Performed lead time calculations to improve production efficiency and support timely delivery of products

Education

Faculty Of Medicine And Public Health Atma Jaya University - Jakarta, Indonesia

Aug 2020 - Jun 2024

Bachelor of Pharmacy, 3.37/4.00

- Internasional Journal Publication:Comparision Of Patients Satisfaction Level in using Telepharmacy Services
- Organizing seminar and workshops on proper cosmetics and skincare usage

SMAN 80 Jakarta

Jul 2017 - May 2020

SMPN 152 Jakarta

Jul 2014 - Jun 2017

Organizational Experience

Hazard Analysis Critical Control Point - Jakarta

Jun 2021 - Jan 2023

Member Of Food Safety & Nutrition

- Generating event ideas for public health promotion
- Preparing seminar, webinar, and workshop materials
- As a speaker at health webinars

PIOHEAL Pharmacy Atma Jaya - Jakarta

Jan 2021 - Jun 2023

Member Of Edumed

- Preparing weekly material on drug and health information for uploading to social media

Skills

- **Project And Time Management:** Able to manage multiple campaigns or product initiatives simultaneously with attention to deadlines, details, and strategic impact
- **Communication & Training:** Proficiency in communicating effectively with internal teams, stakeholders, and external clients.
- **Data Analysis & Documentation:** Strong ability to analyze data, develop detailed reports, and ensure comprehensive documentation
- **Regulatory Compliance:** Knowledge of GMP (Good Manufacturing Practices)
- **Formulation Development:** Experience in developing and designing lips balm and peel-off masks
- **Software Skills:** Able operate Microsoft Office and laboratory software
- **Language proficiency:** English