

KANAYA RAFITHA INDIRA JASMINE

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Yogyakarta 55161

Apothecary student with a strong interest in Product Executive roles within the pharmaceutical industry, combining pharmaceutical knowledge with market-oriented experience. Gained exposure to market research, consumer insight analysis, brand activation, and product concept development through competitions, research activities, and industry-related experiences. Developed practical understanding of product positioning, brand strategy, and campaign development, including experience in developing a brand extension concept supported by market analysis and consumer insight evaluation. Also conducted research on digital health information-seeking behavior, generating insights relevant to healthcare communication strategies and market engagement in the pharmaceutical sector. Recognized for strong analytical thinking, structured problem-solving, and effective communication skills, with the ability to present ideas, coordinate initiatives, and collaborate within cross-functional and team-based environments. Highly motivated to contribute to business growth, brand development, and market expansion by integrating pharmaceutical expertise with strategic market insight in the healthcare and pharmaceutical industry.

EDUCATION

Universitas Gadjah Mada

Bachelor, Pharmacy | GPA: 3.44/4.00

Yogyakarta

August 2021 - January 2025

- Bachelor of Pharmacy – International Class (English-based program), completed in 3.5 years.
- 1st Place Winner – JR-Rovation Social Innovation Competition, developing a campaign strategy for Gen Z behavioral change, strengthening skills in strategic thinking, communication, and campaign development.
- Head of Sub-Coordinator in KKN Universitas Gadjah Mada, leading community engagement initiatives in public health education and local business promotion.
- Conducted undergraduate thesis on “Internet Use for Medicine and Common Cold Disease,” analyzing consumer digital behavior in searching for drug information. Research generated insights on most used digital platforms and factors influencing health information seeking behavior, providing relevant input for market research, product promotion strategy, and healthcare communication in the pharmaceutical industry.

Universitas Gadjah Mada

Professional Degree, Apothecary Program | GPA: 3.88/4.00

Yogyakarta

February 2025 - Present

WORK EXPERIENCE

PT Nufarindo (Exeltis Indonesia)

Production of Solid, Semi Solid, and Liquid, Intern

Semarang, Indonesia

October 2025 - November 2025

- Supported GMP-compliant production performance evaluation through Overall Equipment Effectiveness (OEE) analysis by reviewing daily machine logbook data across tablet, capsule, and semisolid manufacturing lines, achieving approximately 80% equipment effectiveness in line with internationally recognized pharmaceutical manufacturing standards.
- Contributed to production planning by updating daily schedules and process mapping based on batch and machine utilization data, supporting alignment between planned and actual operations and effective capacity utilization.
- Reviewed Batch Manufacturing and Packaging Records to ensure data integrity in line with ALCOA+ principles, supporting traceability and compliance throughout manufacturing and packaging activities.
- Reviewed serialization and aggregation processes within primary and secondary packaging operations to support product authentication and traceability of regulated pharmaceutical products across the market.

PT United Dico Citas

Pharmacist Professional, Intern

Yogyakarta, Indonesia

July 2025 - July 2025

- Gained working knowledge of pharmaceutical and medical device distribution regulations, aligned with national standards and quality systems.

- Performed inventory stock opname on 200+ items, ensuring 98% accuracy in stock reconciliation between physical inventory and system records.
- Managed and reviewed distribution documentation, including 300+ invoices, purchase orders, calibration records, and Standard Operating Procedures (SOPs), ensuring completeness and proper filing.
- Assisted in compiling and submitting drug sales reports for 12 months, supporting regulatory reporting and maintaining 100% data accuracy through electronic reporting systems (e-Report and e-Wash).

Dinas Kesehatan Daerah Istimewa Yogyakarta
Pharmaceutical, Food, Beverage, and Medical Device Section, Intern

Yogyakarta, Indonesia
September 2024 - December 2024

- Monitored cold chain product performance using Vial Vaccine Monitor (VVM) and temperature tracking systems, ensuring 99% product quality and stability.
- Supported compliance evaluation activities aligned with current Good Manufacturing Practice (CPOB) standards, including documentation reviews and on-site assessments over months.
- Applied updated pharmaceutical manufacturing standards (CPOB) to support regulatory evaluation processes.
- Conducted inventory control and documentation management, including monthly stock checks of 200+ medicines, vaccines, and medical devices, ensuring 100% accurate records and traceability.

Puskesmas Ngampilan
Pharmacist Professional, Intern

Yogyakarta, Indonesia
May 2025 - June 2025

- Provided clinical pharmacy services, managing over 250 prescriptions daily, including dispensing, compounding, and counseling.
- Led community medication education and stunting awareness programs, engaging with over 100 participants.
- Contributed to pharmaceutical management and public health service operations in primary healthcare settings.
- Ensured safe and effective medication use through patient counseling and education.

Apotek Kosudgama
Pharmacist Professional, Intern

Yogyakarta, Indonesia
April 2025 - May 2025

- Delivered pharmacy services handling 20+ prescriptions and 40+ consultations daily. Applied product knowledge and customer-oriented communication for product recommendations.
- Identified patient needs through interaction. Provided drug info and self-medication guidance, enhancing understanding of consumer behavior and product positioning.
- Contributed to pharmacy performance by supporting product promotion and service quality. Increased product utilization through counseling and recommendation strategies.
- Gained exposure to pharmacy business operations, including inventory management and stock control, enhancing understanding of product lifecycle and commercial processes.

ORGANIZATION

Curriculum Creative
Pharmacy Youth Action

Yogyakarta, Indonesia
November 2022 - July 2024

- Designed and delivered fun and accessible learning media for pre-elementary and elementary students, covering health education and environmental awareness topics in Desa Turi, Kaliurang, Yogyakarta.
- Conducted structured teaching sessions every two weeks program period, ensuring consistent engagement and understanding.
- Developed and managed educational content for social media platforms, translating learning materials into digital formats.
- Expanded outreach and promoted community awareness through digital learning materials.

SKILLS

Soft Skill	Attention to Detail (5/5), Time Management (5/5), Analytical Thinking (5/5)
Hard Skill	Microsoft Office (5/5), Canva (5/5), Google Workspace (5/5)

COURSES

Product and Brand Management

Korea

Korea University

December 2023- January 2024

- Conducted market research and consumer insight analysis for a cosmetic brand extension project, targeting the Korean market.
- Developed a comprehensive brand extension strategy for a cosmetic product, analyzing target markets and formulating a value proposition.
- Outlined a go-to-market approach and strategy for the cosmetic brand extension, ensuring market penetration.
- Delivered an offline strategic marketing presentation on brand extension initiatives to an audience of 30+ representatives from over seven countries.

AWARDS

1st Winner Social Category JR-Rovation 2022

PT Jasa raharja • Nasional • 2022

1st Place winner (Social. Category). JR.-Rovation 2022, for developing and presenting HUHAH(Helm, Patuh, dan Hati-Hati) Gen Z road safety camapign with unique slogan and practical preventive strategies to promote helmetuse and safer driving behavior that easy to remember.

LANGUAGE

English

advanced