

OY ABDULFATTAH FADHLULAH

Bekasi, West Java, Indonesia

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Licensed Pharmacist with a unique blend of expertise in Market Analysis, Product Marketing Strategy, and Pharmaceutical Industrial R&D. Proven track record of doubling business revenue by 100% through product portfolio optimization, targeted marketing campaigns, and inventory management. Possesses a deep understanding of Product Lifecycle Management, pharmaceutical regulations (BPOM & GDP/GMP), and the ability to translate technical medical data into effective commercial marketing strategies. Ready to contribute as a Product Executive / Brand Executive / Product Specialist to drive the growth of pharmaceutical, OTC, and cosmetic product categories.

WORK EXPERIENCE

Apotek Aesha Farma Punggelan, Banjarnegara

Nov 2024 – Dec 2025

Pharmacist in Charge

- **Business & Product Growth:** Formulated product portfolio management strategies and executed monthly marketing campaigns (1–2 activations/month), successfully doubling business revenue from IDR 30 Million to >IDR 60 Million/month.
- **Regulatory Compliance:** Led 100% of the licensing, legal administration, and regulatory compliance processes with the Ministry of Health and Local Health Office from pre-launch to full operations.
- **Product Education & Orientation:** Developed product educational materials and conducted Drug Information Services (PIO) along with in-depth clinical counseling for >20% of daily patients to build customer loyalty.
- **Portfolio & Inventory Management:** Managed the lifecycle of pharmaceuticals and medical supplies, analyzed fast-moving SKUs, and optimized purchase orders to distributors to maintain stock availability with high working capital efficiency.

Mashae Cosmetics, Banyumas

Jan 2022 – Aug 2023

Intern: Media & Promotion

- **Market Analysis & Trends:** Conducted daily trend research in the skincare market to design product communication strategies and published 2+ weekly educational contents, increasing brand awareness by 10% and engagement rate by 5%.
- **Go-To-Market & Product Launch Support:** Initiated and executed 2+ major out-of-town promotional events to support new product launches and market penetration.
- **Medical-to-Commercial Translation:** Leveraged pharmaceutical background to map formulations and active ingredient claims, acting as a Product Specialist in compiling accurate and communicative product knowledge.

PHARMACIST PROFESSIONAL PRACTICE INTERNSHIP

PT. Tempo Scan, Banyumas

Nov 2023

- **Supply Chain Compliance:** Ensured 100% compliance with Good Distribution Practice (GDP/CDOB) standards across receiving, cold chain storage, and distribution workflows.
- **Stock Data Accuracy:** Verified 50+ daily shipping documents and monitored inventory logs with a 99% data accuracy rate.

Puskesmas Bojong, Tegal

Dec 2023

- **Regulatory Governance & Product Documentation:** Drafted and verified 15+ types of periodic administrative documents, including Drug Usage and Request Reports (LPLPO) and National Monitoring Systems with 100% data accuracy.

- **Performance Analysis & Product Usage:** Analyzed consumption patterns and drug efficacy through Rational Drug Use evaluations and audits of 50+ clinical prescriptions to support targeted portfolio planning.
- **Distribution Chain & Communication Management:** Supervised the supply chain and distribution of essential products to regional sub-units while leading weekly public health education and communication strategies.

Apotek Kasih Terjalin, Kebumen

Jan 2024

- **Regulatory Compliance & Portfolio Management:** Managed the pharmaceutical inventory cycle under pharmacist supervision, conducted stock takes for 30+ target drugs, and prepared monthly reports for 5 psychotropic variants and 24 precursors with 100% regulatory compliance.
- **Product Communication & Customer Education:** Conducted Drug Information Services and patient counseling using the Three Prime Questions method, managing 10+ clinical screening profiles to prevent medication errors.
- **Inventory Optimization & Quality Control:** Assisted daily pharmacy operations by evaluating compliance across 12 critical pharmaceutical care checkpoints, including FIFO and FEFO inventory rotation audits.

PT. Mersifarma TM, Sukabumi

Feb – Mar 2024

- **R&D Support & Technology Transfer:** Assisted Technical Services and Analytical Development units within the R&D division in executing 2–3 daily Analytical Method Transfer protocols, and updated master documents for Finished Product and Raw Material Methods in accordance with Indonesian Pharmacopoeia VI and USP 46 standards. Actively supervised seamless technology transfers to production.
- **Manufacturing Process Expertise:** Completed a comprehensive rotation across 8 industrial divisions, mastered workflows in 6 active manufacturing units, monitored In-Process Control (IPC) for tablets at 15-minute intervals, and audited critical HVAC utility systems comprising 5 core components.

RSUD dr. Soedirman, Kebumen

Apr – Mei 2024

- **Quality Management & Product Safety:** Supported clinical pharmacy services in a regional hospital setting by executing Prescription Review protocols across 10 critical checkpoints to ensure rational drug use and achieve zero medication errors.
- **Customer Satisfaction Research & Data Analysis:** Managed customer satisfaction surveys for 100 outpatient respondents and processed quantitative/qualitative feedback to identify operational bottlenecks.
- **Communication Media & Product Education Development:** Served as the primary presenter for the official Pharmacy Department profile video, demonstrating structured self-medication counseling techniques via an 8-step instructional protocol for complex special devices.

EDUCATION

Universitas Muhammadiyah Purwokerto, Banyumas
Faculty of Pharmacy, Professional Apothecary Program.
GPA 3.69 / 4.00

Aug 2023 – Oct 2024

Universitas Muhammadiyah Purwokerto, Banyumas
Faculty of Pharmacy, Bachelor of Pharmacy Program.
GPA 3.21 / 4.00

Aug 2019 – Oct 2023

ACHIEVEMENTS

Grant Recipient of PKM-RE, "Potensi Albumin Ikan Gabus (*Channa striata*) sebagai Nano-carrier Antibiotik untuk Mengatasi Multi Drug Resistance dan Hipoalbuminemia pada Penderita Pneumonia Covid-19", Jakarta

Oct 2022

Directorate of Learning and Student Affairs, Ministry of Education, Culture, Research, and Technology.

Judge, National Poster Competition “Avicenna”, Banyumas Pimpinan Komisariat Ikatan Mahasiswa Muhammadiyah Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto.	May 2022
Speaker, “Exploring Various Gelatin Potentials”, Bandung OKK RK-384 Gelatinize, Universitas Padjajaran.	Nov 2021
Speaker, “Entrepreneurship Studies”, Banyumas Pimpinan Komisariat Ikatan Mahasiswa Muhammadiyah Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto.	Jul 2021
Speaker, “Genspirasi”, Banyumas PIKMA Youth Center, Universitas Muhammadiyah Purwokerto.	Jun 2021

LEADERSHIP EXPERIENCE

Pemuda Muhammadiyah, Cabang Karanglesem President.	2024 – 2025
Ikatan Mahasiswa Mahasiswa Muhammadiyah (IMM), Komisariat Farmasi UMP Head of Media & Documentation Division.	2022 – 2023

SKILLS

- **Languages:** Indonesian, English.
- **Product Management & Strategy:** Product Lifecycle Management (PLM), Product Portfolio Strategy, New Product Development (NPD), Commercial Strategy, Product Knowledge Development, Business Growth.
- **Market Research & Data Analysis:** Market Research, Quantitative & Qualitative Data Analysis, Consumer Insights, Competitive Landscape Analysis, MS Excel (VLOOKUP, Pivot Table, Data Visualization).
- **Regulatory & Compliance:** Regulatory Affairs (BPOM, Ministry of Health/Kemenkes, Halal), Quality Assurance (QA), Good Distribution Practice (GDP/CDOB), Good Manufacturing Practice (GMP/CPOB), Compliance Management.
- **Digital Marketing & Tools:** Performance Marketing (Meta Ads, TikTok Ads, Shopee Ads), Content Strategy, Digital Collateral Creation (CorelDraw), Prompt Engineering (AI-assisted Workflow).