



APT. NABILA HASNA KHOIRUNNISA, S. FARM

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Jakarta, Indonesia

I'm a pharmacist who has a fervent interest in pharmaceutical product management field, with strong experience in brand plan strategies. Skilled in managing marketing data, evaluating sales performance, and conducting market research to strengthen brand strategies. Adept at collaborating across teams to ensure efficient project execution and business alignment. I have a strong ability to handle projects to meet high quality and performance, eager to combining scientific expertise with strategic insight to drive product growth and innovation. I'm ready to contribute and grow with an organization that values fresh talent and perspective.

Work Experiences

Himalaya Wellness Indonesia Sep 2025 - Present

Pharma Marketing (Intern)

- Assisted in data management from marketing & sales team, analyzing data by area, build 20% effectiveness in evaluate sales performance
- Conducted market research according to market trend & competitor activity, updating and preparing marketing materials to support 10+ pharmaceutical product campaign
- Conducted market share & pricing calculation according to brand plan execution in 5+ product focus
- Supporting follow-up on purchase orders from e-commerce and team collaboration with supply chain & e-commerce team
- Conducted visits to Healthcare Professional KOLs, channels, and potential channels to monitor market developments and promotional strategies.

Belajar Riset Indonesia Mar 2025 - Present

Pharmacy Mentor (Freelance)

- Mentoring 50+ pharmacy and other health & science major students in conducting paper research.
- Reviewed 50+ research proposals based on students' attachments.

PT Enseval Putera Megatrading Tbk - Malang, East Java, Indonesia Sep 2024 - Oct 2024

Pharmacy Intern

Pharmaceutical Wholesaler

- Assisted supervisor in inventory management, ensuring all pharmaceutical product (OTC, Ethical, Cosmetic, Consumer health) were in a good quality and aligning with current regulatory.

Kimia Farma Apotek Jul 2024 - Aug 2024

Pharmacy Intern

- Implemented market research to conducted pharmacy retail business plan, approached 6 years BEP by pharmacoeconomical calculation.

Education

Universitas Brawijaya Feb 2024 - Feb 2025

Bachelor of Apothecary, 3.56/4.00

Universitas Brawijaya - Malang, East Java, Indonesia Aug 2019 - Jan 2024

Bachelor of Bachelor of Pharmacy, 3.05/4.00

- Thesis title: Evaluasi Penggunaan Regimen Terapi Ondansetron sebagai Profilaksis Mual atau Muntah dengan Induksi Kemoterapi Risiko Emetogenik Tinggi

Organisational Experience

BEM Fakultas Kedokteran Universitas Brawijaya Jan 2022 - Jan 2023

General Treasurer

- Successfully managed the financial record of large organization in faculty, enhancing the effectiveness of organization budget.
- Provided detailed annually financial reports to board of academic directors.
- Implemented Excel to executed budget management.

Chairman of Entrepreneurship Department

- Led the team to executed up to 10 student entrepreneurship programs in 4 months.
- Negotiated with college principal and partnership to developed entrepreneurship program.
- Developed faculty entrepreneurship program through social media branding.

Skills, Achievements & Other Experience

- **Hard Skills:** Data Management, Medication Management, Market Research, Microsoft Office (Word, Excel, PPT), Project Management Tools (Airtable, Trello), Budget Management
- **Soft Skills :** Attention to Detail, Quick Learner, Analytical Thinking, Communication Skill, Public Speaking, Team Collaboration, Negotiation Skill, Leadership, Problem Solving
- **Achievements:** Passed Entrepreneur Funding of Program Mahasiswa Wirausaha 2022
- **Language:** English (TOEFL 490), Indonesia