

Imelda Pricillia
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A Product Executive with experience in the medical and pharmaceutical industry, skilled in Product Marketing Strategy & Execution, Sales Performance Analysis & Reporting, and Product Training & Sales Force Enablement. Proven ability to drive sales growth and improve product performance through data-driven insights, marketing execution, and sales force capability development. Currently seeking to continue a career as a Product Executive to contribute to business growth and product success.

Education

Universitas Pancasila

- Apothecary – GPA : 3.91/4.00 (August 2022 - August 2023)
- Bachelor Degree in Pharmacy – GPA : 3.47/4.00 (August 2018 - July 2022)

Work Experience

PT. Metiska Farma – Product Executive (Supervisor)

(Desember 2025 - May 2026)

- Created, developed and implemented marketing strategies to support sales targets and product growth.
- Created and executed marketing programs, monitored and evaluated their effectiveness to improve product performance.
- Managed existing products and supported new product launches in coordination with the Business Development team and other departments.
- Analyzed sales data by product, outlet, and branch, and created product performance reports.
- Built and maintained relationships with Key Opinion Leaders (KOL) and potential users
- Prepared and ensured the availability of promotional materials and tools for FF activities.
- Created, developed training materials and conducted training sessions on Basic Medical Knowledge, Product Knowledge, and Product Strategy for the FF team.
- Provided scientific articles and product-related information to healthcare professionals and the FF team when needed.
- Coordinated with the FF team in planning and organizing scientific events, including Round Table Discussions (RTD) and other educational activities.
- Monitored product availability and coordinated with manufacturing and distribution teams to ensure product supply met market demand.
- Coordinated with related departments to follow up and resolve product complaints.

PT. Bernofarm – Training Officer

(September 2023 - January 2025)

- Created and developed training materials, implementation location and written evaluation instruments for all programs and training
- Conducted training for Sales Team in Medical Knowledge and Product Knowledge especially for Ethical Product (Branded & Generics) of 28 branches around Indonesia to achieve sales target
- Collaborated with Product Management Team, Business Development Team, Medical Division Team, and Sales Team to boost growth in the product sales successfully
- Looked and Analyzed for New Informations, Facts and Scientific Journal which relevant to Medical Knowledge and Product Knowledge
- Answered queries of Healthcare Professionals and Sales Teams

Internship Experiences

PT. United Dico Citas

(April 2023)

- Handled sorting and filling documents such as invoice
- Handled temperature validation for cold chain product and daily stock opname

Rumah Sakit Cinta Kasih Tzu Chi

(March 2023)

- Dispensing drugs according to the prescription
- Drug reconciliation
- Visite patient
- Drug therapy monitoring for patients

PT. Pharma Laboratories

(January - February 2023)

- Doing drug tablet testing, inspection of packaging processes, sampling of raw materials, validation process
- Created product quality reviews, validation of analytical methods, statement of procedures

Apotek Pondok Gede Farma

(November 2022)

- Assist in dispensing drugs according to the prescription and dosage from doctor
- Provide fast and efficient service by providing explanations that are easily understood by patients
- Handled storage of goods, receipt of goods

Organization Experiences

Perhimpunan Mahasiswa Buddhis Universitas Pancasila (PMB UP)

Staff Public Relation

(2019-2020)

- Coordinate all public relations activities between members and alumni of PMB UP
- Responsible for implementing all public relations activities that include online content

Coordinator Design & Documentation – Malam Keakraban

(2019)

- Creating and designing poster, banner, certificates of participants & organizers
- Documenting events including photos & videos

Chief Executive – PMB UP 35th Birthday Party

(2019)

- Lead the committee that organizes the birthday celebration day event between members and alumni of PMB UP

Coordinator Public Relation – Dhamma Talk

(2019)

- Coordinate all public relations activities between special speakers, guest stars, invite all Jabodetabek KMB

Languages

- Bahasa Indonesia (Native)
- English (Certificate of Achievement for English for Adult : Intermediate Levels – Language Institute LIA)

Skills

- **Hard Skills (Technical)** : Medical and Product Knowledge, Presentation Techniques, Public Speaking, Analysis Market Data, Photo and Video Editing
- **Hard Skills (Software)** : Microsoft Office and Canva
- **Soft Skills** : Leadership, Communicative, Teamwork, Organized, Critical Thinking, Time Management, Problem Solving, Negotiation and Adaptability