

Puspita Indah Ayuningsih

+6285156305283 | puspitaindah.career@gmail.com | [LinkedIn](#) | Bandung, Indonesia

SUMMARY

Bachelor of Pharmacy graduate with strong interest in pharmaceutical marketing and business development roles. Experienced in customer interaction, product promotion, and small-scale business sales activities. Proven ability to communicate product value, engage customers, and support sales initiatives through business projects and entrepreneurial experience.

SKILLS & INTEREST

Technical Skill:

- Microsoft Office (Excel, Word)
- Healthcare Data Administration
- Pharmaceutical Product Knowledge
- Google Sheets
- SPSS

Professional skills:

- Customer Engagement
- Product Presentation
- Social Media Promotion
- Communication & Persuasion
- Negotiation
- Team Collaboration
- Leadership

EXPERIENCE

Business & Sales Experience

Indonesia

Small Dessert Business | Owner & Sales Operator

Sept 2025 - Mar 2026

- Founded and managed a small-scale dessert business, successfully selling 60+ products through direct selling and social media promotion.
- Developed basic product marketing strategies, including pricing, promotion, and customer engagement.
- Built customer relationships through responsive communication and product recommendations.
- Managed end-to-end operations including product preparation, order handling, and customer service.

Yayasan Matahari (LP3H BPJPH)

Indonesia

Data Entry Operator | Remote

Sept 2025 - Mar 2026

- Performed accurate data entry and validation of business owner information into SIHALAL system to support halal certification processes and ensure data integrity.
- Managed and organized 300+ certification records per month using Microsoft Excel to maintain structured documentation and efficient data tracking.
- Collaborated with internal teams to verify submitted data and ensure proper documentation prior to publication on the SIHALAL platform.
- Maintained high standards of data accuracy, completeness, and consistency to support efficient certification workflows and administrative processes.

Puskesmas Tengah Tani

Indonesia

Pharmacy Assistant Intern | Internship

June 2023 - Aug 2023

- Assisted pharmacists in dispensing medications and providing basic drug information to patients.
- Developed communication skills by interacting directly with patients regarding medication use and safety.
- Supported pharmaceutical inventory monitoring and stock management.

- Assisted in compounding preparations according to prescriptions and pharmacy standards.

Toga & Acupuncture Program — Selok Awar Awar Village

Indonesia

Chairperson – University of Jember

Jul 2024 - Sept 2024

- Led a team and Educated community members about medicinal plants (TOGA) and their health benefits.

Desa Farmasi 2022

Indonesia

Event Division Section and MC (Master of Ceremony) – University of Jember

May 2022 - Jul 2022

PROJECTS

Optimization Concentration of HPMC and Carbomer 940 on Buccal Film Metoclopramide HCl

Undergraduate Thesis – Universitas Jember

- Conducted pharmaceutical formulation research to optimize the concentration of HPMC and Carbomer 940 in buccal film containing Metoclopramide HCl.
- Developed and evaluated buccal film formulations through physicochemical testing including thickness, pH, swelling index, and folding endurance.
- Evaluated formulation performance to identify optimal polymer composition for enhanced buccal drug delivery characteristics.

Sales & Marketing Project

Business Management Project – Pharmaceutical Management Course

- Successfully sold 100+ food products within two months through strategic promotion and direct selling activities.
- Developed and implemented basic marketing strategies including pricing, product promotion, and customer engagement.
- Promoted products through social media platforms and digital communication channels to increase product visibility and attract potential customers.
- Collaborated with team members to manage marketing activities, monitor sales progress, and achieve sales targets.

EDUCATION

UNIVERSITY OF JEMBER

Cumulative GPA: 3.53/4.0

Bachelor of Pharmacy

Jul 2025

CERTIFICATION

- | | |
|---|------------------------------|
| ● <u>TOEFL ITP Certification- Padjadjaran University</u> | Issued Dec 2025 (Score: 507) |
| ● <u>Certificate Regulatory Affair- Pharma Lesson Masterclass</u> | Issued Feb 2026 |
| ● <u>Certificate Regulatory Affair Obat Bahan Alam- Jadi Praktisi</u> | Issued April 2026 |
| ● <u>Certificate Digital Marketing- Dibimbing</u> | Issued April 2026 |

Language: Indonesian (Native) and English (Professional Working Proficiency).