

RISNAWA PUJI ASTUTI

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West Java, Tasikmalaya, Indonesia

EXECUTIVE SUMMARY

I am a licensed pharmacist, graduated from the Apothecary Profession Program at Bakti Tunas Husada University with hands-on experience in Research and Development Intern. Have a strong interest in Product Marketing, Brand/Product Executive, Business Development Executive, Business Relationship Officer, Digital Marketing or other related positions in pharmaceutical marketing or cosmetic industry. Good communication skill and experienced in public speaking (moderator, trainer, educator and national public speaker with 30+ honorary invitations in the pharmaceutical events). I am currently health content creator from 2023 – present with 59k followers on TikTok and 28.6k followers on Instagram. Successfully collaborated with 100+ companies/brands from various industries, mostly from pharmaceuticals product, skincare, healthcare, and edu-tech platform.

EDUCATIONAL BACKGROUND

Bakti Tunas Husada University | Tasikmalaya, West Java, Indonesia

Apothecary Profession Program (apt.)

Sep 2023 – Aug 2024

- **GPA: 3.87/4.00** (Cumlaude) [[Transcript Academic Apothecary Profession Program](#)]
- **Engaged in several project and internship program (PKPA) in Pharmaceutical Sector**

Bakti Tunas Husada University | Tasikmalaya, West Java, Indonesia

Bachelor of Pharmacy

Sep 2018 – Aug 2022

- **GPA: 3.72/4.00** (Cumlaude) [[Transcript Academic Bachelor of Pharmacy](#)].
- Awarded 2nd Best Graduate of the Faculty of Pharmacy in BTH University (2022) [[Certificate 2nd Best Graduate](#)].
- Awarded 1st The Most Outstanding Student at BTH University (2021) [[Certificate 1st Most Outstanding Student](#)].
- Achieved 13+ Pharmaceutical Competitions (Patient Counseling Event, Clinical Skill Event, Hackaton, Essay, Educational Video) at national & international levels (2020-2022) [[Accumulation of Certificates](#)].
- Achieved Jabar Future Leadership Scholarship (2020-2021).

WORK EXPERIENCES

Cosolvent | Remote, South Jakarta, Indonesia

Marketing Head (Part Time)

Januari 2026 – Present

- Led end-to-end marketing strategy & product commercialization for 6+ digital products (e-book / cosolvent cheat sheet & webinar), driving +159.35% MoM revenue growth (Rp1.8M → Rp4.7M in March 2026).
- Managed product marketing funnel (launch, pricing, campaign, promotion) generating FY revenue projection up to Rp24.5M+.
- Spearheaded high-performing campaign strategy (soft selling + collaboration content), achieving +438% growth (Deluxe Career Preparation product) +714% growth (CCS 500+ Interview in Industry Pharmacy Product).
- Developed and executed multi-phase campaign strategy (pre-launch, launch, promo event), increasing product visibility & conversion.
- Optimized content marketing & social media strategy, contributing to +39.2% follower growth (March), peak reach 600K+ views & 35K+ interactions
- Led community-based marketing (Solventors & collaborations), increasing engagement and organic traffic significantly.
- Identified performance gaps & improved strategy, reducing underperforming product decline
- Initiated new product launches (CCS OSCE & Distribution), contributing to new revenue streams in March 2026.
- Coordinated cross-functional team (content, product, community) to ensure consistent campaign execution & brand alignment.
- Executed go-to-market strategy for multiple digital products with achieving monthly sales target up to 300+ units per product.
- Planned and executed promotional campaigns (Eid campaign, Grand Launch, Pre-launch activation) contributing to +147.67% revenue growth.
- Managed Instagram marketing performance, achieving: 600K+ monthly views, 66K+ account reach, 30K+ engagement/month.
- Produced high-performing content (Reels, carousel, educational content) improving engagement rate up to 7.93%
- Conducted performance analysis (sales, engagement, growth) to optimize campaign effectiveness and content direction. Supported affiliate/community marketing program (Solventors), increasing product awareness and conversions.

UPTD Puskesmas Cigalontang | On Site, Tasikmalaya, Indonesia

Pharmacist (Full Time)

Sep 2025 – Present

- Conducted the clinical and community pharmacy services including prescription screening and review, dispensing, provided the optimal therapy recommendations, conducted the patient counseling session, visit, and monitoring patient medication side effects.
- Managed the pharmaceutical supplies, medical devices and disposable medical supplies via SIMONA, SELENA, E-MONEV, SIPNAP, SIHA, SITB website every month.
- Contribute to increase 70% compliance rate of TB, HIV Aids, chronic disease/polypharmacy patients.

Apotek A-24 Tasikmalaya | On Site, Tasikmalaya, Indonesia

Pharmacist (Full Time)

Jan 2025 – Aug 2025

- Conducted the clinical and community pharmacy services including prescription screening and review, dispensing, self medication, provided the optimal therapy recommendations and conducted the patient counseling session, visit, and monitoring patient medication side effects.
- Managed the pharmaceutical supplies, medical devices and disposable medical supplies.
- Managed the end to end process of social media development for Apotek A-24 on TikTok, including content ideation, content writing, copywriting, editing, and analytical evaluation also promoted product of Apotek A-24 on social media.
- Contributed to gain followers more than 4000 tiktok followers in 3 month.
- Create a marketing strategy to increase drug sales directly and via social media Instagram and TikTok.

PT. Trimman | On Site, Cicalengka, Indonesia

Research and Development Intern

Feb 2024 – Mar 2024

- Conducted a literature review of clinical research journals related to the completeness of clinical documentation to support the submission of indications and posology for Pre-Registration of 3 new drugs from PT. Trimman.
- Conducted presentations and discussions with the Pharmacist in Charge of R&D regarding Analytical Method Validation, Process Validation, Quality by Design, Technology Transfer, Pharmacovigilance, and Cleaning Validation.
- Assisted the PT. Trimman R&D team in inputting data on active ingredient and excipient receipts from 2019 to 2024.

- Prepared a Report or Special Task for Verifying the Analytical Method for Paracetamol 500 mg Caplets based on the 2020 Edition VI Compendium of the Indonesian Pharmacopoeia, using the HPLC method.

Aptek Kimia Farma Sulanjana 4 | On Site, Bandung, West Java

Apothecary Student Intern

Jan 2024 – Feb 2024

- Conducted the clinical and community pharmacy services including prescription screening and review, dispensing, self-medication, while providing optimal therapy recommendations and conducted the patient counseling sessions.
- Managed the pharmaceutical supplies, medical devices and disposable medical supplies.

Rumah Sakit Umum Daerah Ajibarang | On Site, Banyumas, Central Java

Apothecary Student Intern

Dec 2023 – Jan 2024

- Conducted clinical pharmacy services including prescription screening, dispensing, counseling, visits, drug therapy monitoring, filling out prescription forms/medication reconciliation, and monitoring patient medication side effects.
- Analyzed prescription rationalization/prescription screening for 100 prescriptions in 1.5 month.
- Managed the pharmaceutical supplies, medical devices and disposable medical supplies.

PT. Bina San Prima Cabang Tasikmalaya | On Site, Tasikmalaya, West Java

Apothecary Student Intern

Nov 2023 – Nov 2023

- Assisted for handling cold chain product (CCP), CAPA, quality risk management process, warehouse temperature mapping and drug supplies management, while also contributing to document handling.

UPTD Puskesmas Singaparna | Tasikmalaya, Jawa Barat

Apothecary Student Intern

Nov 2023 – Nov 2023

- Contributed clinical pharmacy services and management of pharmaceutical/ drug supplies, medical devices and consumable medical materials at Puskesmas Singaparna and provided the optimal therapy to improve patient treatment outcomes.

Dinas Kesehatan Kabupaten Tasikmalaya | Tasikmalaya, Jawa Barat.

Apothecary Student Intern

Nov 2023 – Nov 2023

- Managed drug availability and drug distribution to Puskesmas & RSUD in Tasikmalaya Regency.

Farmaklik Group (ObatApps) | Remote, Depok, West Java, Indonesia

Creative Content Team

Mar 2023 – Jul 2023

- Created soft selling promotional content for ObatApps on the TikTok and Instagram.
- Contributed to gain followers more than 200 new followers in 3 month.

B2C Community & Patnrnership Intern

Jul 2022 – Sep 2022

- Established partnerships with over 20+ Pharmacy Student Executive Boards regarding sponsorship programs for online and offline pharmacy events.
- Conducting B2C-based promotions to 20+ undergraduate and diploma pharmacy college in Indonesia.

ORGANIZATIONAL EXPERIENCE

Ikatan Senat Mahasiswa Farmasi Seluruh Indonesia

(ISMAFARSI PRIANGAN) | Hybrid, Bandung, Jawa Barat

Staff of the Pharmaceutical Education

Oct 2020 – Jun 2022

- Assisted the ISMAFARSI Priangan Coordinator in developing the Education, Talent, and Professional Development of Undergraduate Pharmacy Students in the Priangan Region.
- Created the innovative work programs related to pharmacy education content (Dipronesia Talk Live Instagram) on the official ISMAFARSI Priangan Instagram account and PDP (Priangan Discusses Pharmacy) via Zoom, providing a forum for discussion among undergraduate pharmacy Indonesia, with 15 speakers and 15 pharmacy topics.
- Successfully directing a National Pharmacy Webinar attended by 200+ undergraduate pharmacy students in Indonesia via the Zoom Meeting platform for 4 days with 7 clinical speakers (clinical practitioners).
- Successfully held Fesmafari Priangan (Priangan Region Pharmacy Student Festival) in the form of an academic pharmacy competition (Patient Counseling Event & Poster Competition) and non-academic competitions Futsal Competition) participated by 13 Pharmaceutical Colleges (Priangan Regional Level).
- Managed 8 PCC (Patient Counseling Community) clubs in the Priangan Region.

Ikatan Senat Mahasiswa Farmasi Seluruh Indonesia

ISMAFARSI Wilayah Joglosepur | Hybrid, Yogyakarta, Indonesia

Team Staff Ahli Pharmaceutical Education

May 2018 – Aug 2020

- Assisted the Student Potential Development Expert Staff (PPM) in implementing established work programs for 1 period.
- Coordinated the Joglosepur Pharmacy Competition (JPC) for the Non-Academic Undergraduate Pharmacy Student Competition.
- Coordinated the Verification Division on the ISMAFARSI Joglosepur Regional Coordinator Election Committee for the 2020-2022 period.

SejawatSukses | Remote, Jakarta, Indonesia

Chief Marketing Officer

Jul 2022 – Jul 2023

- A platform that aims to build the first healthcare learning ecosystem in Indonesia, providing a platform for the growth and development of pharmacy students and other healthcare students, enabling them to self-actualize and collaborate with their peers. <https://instagram.com/sejawatsukses>.
- Created online projects (webinar series) and educational content related to pharmacy and healthcare, collaborating with pharmaceutical influencers/pharmacreators, and pharmaceutical practitioners in industry and clinical settings.
- Organized the first project grand series webinar with over 300 participants and gained over 800 Instagram followers in 3 weeks.
- Successfully sold 30+ UKMPPAI (Pharmacist Admission Test) notion modules in 3 weeks.
- Created a marketing plan and strategy to achieve sales targets for UKAI modules and pharmacist entrance tests.
- Increased brand awareness of SejawatSukses products.

ACHIEVEMENTS

- 3rd Place Winner International CODELTH Hackaton 2022 organized by International Pharmaceutical Students' Federation Asia Pacific Regional Office (IPSF APRO).
- 1st Place Winner National Scientific Essay PHARMACIOUS 2021 organized by Faculty Pharmacy of Gadjah Mada University).
- 2nd Place Winner International Clinical Skill Event 2021 organized by Asia Pacific Pharmaceutical Symposium, International Pharmaceutical Students' Federation Asia Pacific Regional Officer in Manila.
- 3rd Place Winner National Patient Counseling Event KASUAMI 2021 organized by Faculty Pharmacy of Halu Oleo University.
- 3rd Place National Patient Counseling Event 2021 organized by Pharmacy Fair of Faculty Pharmacy, Syiah Kuala University.

- 1st Place National Patient Counseling Event in “World Pharmacist Day” 2021 organized by Executive Board of the Faculty Pharmacy, Jenderal Achmad Yani Yogyakarta University.
- 1st Place Winner International Health Educational Video PHARMAFLUENCRES 2021 organized by International Pharmaceutical Students’ Federation Pan American Regional Office (IPSF PARO).
- 3rd Winner National Patient Counseling Competition PHARMADAYS 2021 organized by Faculty Pharmacy of Gadjah Mada University.
- 1st Winner National Patient Counseling Event PHARMACCOPE 2021 organized by Faculty Pharmacy of YPIB University.
- Favorite Plane Winner in Health Educational Video PHARMACOVENT 7.0 2021 organized by Faculty Pharmacy of Muhammadiyah Prof. DR. HAMKA University.
- 2nd Place Winner National Patient Counseling Event KASUAMI 2020 organized by Faculty Pharmacy of Halu Oleo University.
- 3rd Place Winner National Patient Counseling Competition PHARMACOFORV 2020 organized by Faculty Pharmacy of Singaperbangsa Karawang University.

SKILL SETS

- **Hard Skills:** Video editing, opywriting, content production (Canva), digital marketing, content production, social media analytics.
- **Soft Skills:** Public Speaking, adaptive, social media savvy, collaborative, eager to learn, analytical thinking, negotiation, leadership, communicative, team collaboration.
- **Software Skills:** CapCut, Canva, Microsoft Office, and Google Suite.
- **Interest:** Social Media Marketing, Brand Management, Product Management, Content Creator, Digital Marketing, Product Marketing.