

apt. Erika Arista Putri, S.Farm



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PROFESSIONAL SUMMARY

Licensed pharmacist with extensive experience in the pharmaceutical and medical device industries, specializing in product management, market strategy development, and product launch execution. Demonstrated success in leading cross-functional teams, ensuring regulatory compliance, and leveraging market analysis to drive business growth.

KEY SKILLS

- Product Management & Development
- Medical Devices Marketing
- Market Research & Competitive Analysis
- Brand Positioning & Strategy
- Product Launch Planning & Execution
- Regulatory Compliance & Documentation
- Cross-Functional Team Leadership
- Data-Driven Marketing Strategies
- Promotional Campaign Management
- Business Growth & Market Penetration
- Stakeholder Communication
- Sales Training & Support

WORKING EXPERIENCE

Supervisor Marketing Executive

PT. Bio Axion Healthindo (Konimex Group) | Present

- Develop and execute product, marketing, and sales strategies.
- Conduct market research and ensure regulatory compliance.
- Lead product launches, promotional campaigns, and pricing strategies.
- Build and maintain relationships with Key Opinion Leaders (KOLs) to drive brand awareness.
- Support sales teams with training, marketing materials, and market insights.
- Analyze market trends, track performance, and optimize strategies.
- Collaborate with cross-functional teams and report business insights.

Product Executive

PT. Likuid Pharmalab Indonesia | Oct 2023 - Nov 2024

- Defined product vision, roadmap, and key features.
- Researched trends, customer needs, and market opportunities.
- Led product development, testing, and launch strategies.
- Collaborated with teams to optimize product lifecycle.
- Managed budget, analyzed performance, and refined strategies.
- Provided training, sales support, and stakeholder updates.

INTERNSHIP EXPERIENCE

Pharmacist Intern – PBF PT. Penta Valent, Boyolali | May 2023

- Conducted warehouse audits, self-inspection training, and quality evaluations.
- Ensured FEFO-based storage compliance and verified incoming goods.

Pharmacist Intern – Purwosari Health Care Center, Surakarta | May 2023

- Managed pharmaceutical procurement and provided patient counseling.
- Delivered pharmacy services and health education programs.

Pharmacist Intern – Darrusyifa Pharmacy, Surakarta | April 2023

- Reviewed prescriptions, dispensed medications, and advised patients.

- Managed drug inventory and handled restricted substances procurement.

Pharmacist Intern – Air Force Pharmacy Institute (LAFIAU), Bandung | Feb – Mar 2023

- Applied GMP & GLP in pharmaceutical manufacturing.
- Conducted quality control, batch documentation, and R&D trials.

Pharmacist Intern – Margono Soekarjo Hospital, Purwokerto | Dec 2022 – Jan 2023

- Monitored antibiotic use, reconciled therapies, and managed drug procurement.
- Provided prescription services, patient counseling, and cytotoxic drug handling.

TRAINING

Orientation and Debriefing of Technical Assistance Basic Competencies on December, 2022 to take part in Clinical Practice at Prof. Dr. Margono Soekarjo Purwokerto Hospital with satisfactory results.

ORGANIZATIONAL EXPERIENCE

- **Group Coordinator, Interprofessional Education (2022)**
Organized a webinar and journal publication on pharmacy education's impact on depression treatment.
- **Mentor, English Tutorial Program (2020)**
Guided pharmacy students in grammar, reading, speaking, and writing skills.
- **Events Division, Class Inspiration Boyolali (2020)**
Recruited and trained graduates to teach in remote elementary schools.
- **Member, Student Creativity Program (2020)**
Co-authored a proposal on red leaf extract for diabetes treatment.
- **Staff, Student Executive Board, Faculty of Pharmacy UMS (2019)**
Assisted in leadership training and organizational development.

COMMITTEE EXPERIENCE

- ICB Pharma International Conference (2019)
- Leadership Training for UMS Pharmacy Students (2019)
- National Patient Counseling Event (2019)
- National Health Poster Competition (2019)
- UMS Pharmacy Student Month of Service (2019)

HONOR & AWARDS

- **Presenter (2022)** – Presented research linking academia and industry at UMS.
- **Joint Research Project (2021)** – Studied natural ingredients as antidepressants.
- **1st Winner, Poetry Writing (2021)** – “Lembaga Pers Mahasiswa Natural” anniversary.

EDUCATION

Muhammadiyah University of Surakarta

- **Professional Pharmacist Program** (Sept 2022 – Sept 2023) | GPA: 3.05 / 4.00
- **Bachelor of Pharmacy** (Sept 2018 – Sept 2022) | GPA: 3.31 / 4.00
Thesis: *Antidepressant Effects of Banana Peel Ethanol Extract (Musa Paradisiaca L.) in Stressed Male Mice*