

Application for Product Executive Position
PT Mersifarma Tirmaku Mercusana (Head Office)
Jakarta, Indonesia

Dear Hiring Manager,

I am writing to express my strong interest in the Product Executive position at PT Mersifarma Tirmaku Mercusana Head Office. As a licensed Pharmacist graduated from Universitas Muhammadiyah Purwokerto, with experience in entrepreneurship, brand strategy, and digital marketing, I am excited about the opportunity to contribute to your marketing team in Jakarta and support the company's efforts to drive product performance and market growth.

My relationship with Mersifarma began during my Professional Apothecary Program, when I completed my Industrial Internship (PKPA) at Mersifarma's Sukabumi plant from February to March 2024 and earned a "BAIK" (Good) grade. During this internship, I gained direct exposure to the company's pharmaceutical operations, including production planning, manufacturing processes, quality assurance, quality control, warehousing, distribution, and environmental waste management. Through rotations across multiple departments, I developed a comprehensive understanding of Mersifarma's product portfolio, operational systems, and strong quality culture. This experience has provided me with valuable insight into the organization and would allow me to adapt quickly and contribute effectively to Mersifarma's product management objectives.

In addition to my pharmaceutical background and a GPA of 3.69, I bring practical experience in business leadership and marketing. As the CEO of Nustra Kopi, I have been responsible for developing business strategies, supervising organizational activities, managing operational performance, and supporting business growth while maintaining financial accountability. Previously, during my experience at Mashae Cosmetics, I contributed to product launches, conducted product presentations, and supported promotional activities aimed at increasing product awareness and market acceptance.

I also have experience in digital marketing and data analysis through the use of platforms such as Meta Ads and TikTok Ads to monitor campaign performance and optimize marketing strategies. In addition, I am proficient in using Microsoft Excel to analyze data and generate meaningful business insights. My experience as a speaker in various seminars and educational events has strengthened my communication, presentation, and interpersonal skills, enabling me to effectively collaborate with diverse stakeholders, provide product training, and conduct professional customer visits.

I am highly motivated to combine my understanding of Mersifarma's products and operations with my pharmaceutical knowledge and marketing experience to contribute to the success of PT Mersifarma Tirmaku Mercusana. I am confident that my background and capabilities would allow me to make a meaningful contribution to your marketing division. Enclosed are my Curriculum Vitae and official PKPA Certificate from Mersifarma for your review. I would welcome the opportunity to discuss how my qualifications and experiences align with the needs of your organization. Thank you for your time and consideration. I look forward to the opportunity to contribute to PT Mersifarma Tirmaku Mercusana.

Sincerely,
apt. Oy Abdulfattah Fadhlullah, S.Farm.

OY ABDULFATTAH FADHLULLAH

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WORK EXPERIENCE

- Apotek Aesha Farma Punggelan**, Banjarnegara Nov 2024 – Dec 2025
Apoteker Penanggung Jawab
- Apotek establishment registration.
 - Business strategy development.
 - Human resource and product management.
- Nustra Kopi (Beans & Ground)**, Purbalingga Jan 2023 – Dec 2025
CEO
- Defined the company's vision, mission, and objectives.
 - Developed strategic policies to achieve corporate goals.
 - Made major decisions regarding investment, expansion, and innovation.
 - Supervised all company divisions.
 - Took full responsibility for company profits and losses.
- Mashae Cosmetics**, Banyumas Jan 2022 – Aug 2023
Intern : Media & Promotion
- Delivered information about products and services.
 - Introduced new products to the market.
 - Developed promotional campaigns.

EDUCATION

- UNIVERSITAS MUHAMMADIYAH PURWOKERTO**, Banyumas Aug 2023 – Oct 2024
Faculty of Pharmacy, Professional Apothecary Program.
GPA 3.69 / 4.00
- UNIVERSITAS MUHAMMADIYAH PURWOKERTO**, Banyumas Aug 2019 – Oct 2023
Faculty of Pharmacy, Bachelor of Pharmacy Program.
GPA 3.21 / 4.00

ACHIEVEMENTS

- Grant Recipient of PKM-RE, "Potensi Albumin Ikan Gabus (Channa striata) sebagai Nano-carrier Antibiotik untuk Mengatasi Multi Drug Resistance dan Hipoalbuminemia pada Penderita Pneumonia Covid-19"**, Jakarta Oct 2022
Directorate of Learning and Student Affairs, Ministry of Education, Culture, Research, and Technology.
- Judge, National Poster Competition "Avicenna"**, Banyumas May 2022
Pimpinan Komisariat Ikatan Mahasiswa Muhammadiyah Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto.
- Speaker, "Exploring Various Gelatin Potentials"**, Bandung Nov 2021
OKK RK-384 Gelatinize, Universitas Padjajaran.
- Speaker, "Entrepreneurship Studies"**, Banyumas Jul 2021
Pimpinan Komisariat Ikatan Mahasiswa Muhammadiyah Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto.

Speaker, “Genspirasi”, Banyumas
PIKMA Youth Center, Universitas Muhammadiyah Purwokerto.

Jun 2021

LEADERSHIP EXPERIENCE

Pemuda Muhammadiyah , Cabang Karangklesem <i>President</i>	2025
Himpunan Pengusaha Muda Indonesia (HIPMI) , BPC Purbalingga <i>Member, Media Division</i>	2024 – 2025
Ikatan Mahasiswa Mahasiswa Muhammadiyah (IMM) , Komisariat Farmasi UMP <i>Head of Media & Documentation Division</i>	2022 – 2023

LANGUAGES & SKILLS

- Languages: Indonesian (Native), English (Professional Working Proficiency).
- Tools: ChatGPT, Microsoft Word, Excel, PowerPoint, CorelDraw, CapCut, Meta Ads, TikTok Ads, Shopee Ads.
- Expertise: Marketing Strategy, Ad Optimization, Branding Specialist, Product Specialist, Data Analysis, Excel Reporting, Experimental Analysis, Insight Generation.

SERTIFIKAT

Praktek Kerja Profesi Apoteker

NOMOR : 004/MFG-HR/PKPA/III/24

Diberikan Kepada :

OY ABDULFATTAH FADHLULLAH, S. Farm.

Telah melaksanakan Praktek Kerja Industri pada Perusahaan yang kami pimpin,
mulai dari 01 Februari 2024 sampai dengan 28 Maret 2024 dengan hasil BAIK.



Good Quality Improves Life's Quality

Sukabumi 28 Maret 2024
PT Mersifarma Tirmaku Mercusana



[Signature]
apt. Edwar Laudin, MSi.
Pjs Direktur Produksi