

Summary

I am a dedicated and responsible Pharmacist graduate with a strong interest in pharmaceutical marketing. I completed both my Bachelor's and Apothecary programs with cum laude distinction while actively participating in research, community service, and organizational activities. As a Product Executive Marketing Intern at PT Etana Biotechnologies, I developed promotional materials, conducted product presentations through sales training simulations, and performed market research simulations to support marketing initiatives. These experiences enhanced my communication, analytical, presentation, and problem-solving skills, enabling me to work effectively both independently and in teams.

Education

Pharmacist Professional Education Program, Jember, East Java	2025 — 2026
University of Jember	
GPA : 3.97/4.00	
Bachelor of Pharmacy, Jember, East Java	2021 — 2025
University of Jember	
GPA: 3.64/4.00	

Works Experience

Marketing Intern (Product Executive)

<i>PT Etana Biotechnologies, East Jakarta</i>	<i>Nov 2025 — Dec 2025</i>
- Developed 3 product promotional materials (PowerPoint presentations and leaflets) for cardiology and renal products based on official product information and scientific literature, ensuring compliance with ethical and regulatory guidelines - Presented product promotional materials to the Marketing Manager and healthcare professionals, strengthening scientific communication and professional presentation skills - Gained exposure to pharmaceutical marketing strategies, product management processes, and promotional planning activities. Developed foundational knowledge of pharmaceutical market research by utilizing IQVIA data to assess market dynamics, competitor positioning, and growth opportunities for pharmaceutical products	

Community Pharmacist Intern

<i>Apotek Waluyo Gung, Jember</i>	<i>Oct 2025 — Oct 2025</i>
Provided patient counseling for OTC medications, herbal products, and supplements for rational self- medication, reviewed prescriptions from administrative, pharmaceutical, and clinical aspects to ensure safety and appropriateness, assisted in compounding preparations such as capsules, powders, and ointments, delivered drug information to support safe and effective therapy, performed stock checking, inventory control, and restocking activities, and ensured compliance with pharmacy service standards and operational procedures.	

Clinical Pharmacist Intern

<i>RSUD R.T Notopuro Sidoarjo, Sidoarjo</i>	<i>Aug 2025 — Sept 2025</i>
Conducted <i>Pemantauan Terapi Obat</i> (PTO) on 45+ patients across various clinical cases, Performed MESO (Monitoring Efek Samping Obat) reporting and pharmacovigilance activities, Prepared and dispensed medications using unit dose dispensing (UDD) and individual prescription systems, Provided patient counseling for chronic therapies and special dosage forms (insulin, inhalers), Performed medication reconciliation and supported drug information services	

Laboratory Assistant — Pharmacology and Toxicology
Faculty of Pharmacy - University of Jember, Jember

Jul 2024 — Dec 2024

Guided and trained undergraduate students in in vivo activity testing of pharmaceutical formulations, ensuring proper experimental procedures and laboratory safety. Assisted in data analysis and interpretation, enhancing undergraduate students's technical skills and analytical thinking

Laboratory Assistant — Analytical Chemistry
Faculty of Pharmacy - University of Jember, Jember

Jul 2023 — Dec 2023

Instructed and assisted undergraduate students in chemical analysis techniques, including organic compound identification and various titration methods. Ensured accurate laboratory procedures and compliance with safety protocols, enhancing students' technical proficiency and analytical skills.

Organizations Experience

BEM Faculty of Pharmacy
Faculty of Pharmacy – University of Jember, Jember

Jan 2023 — Jan 2025

Managed and promoted the organization’s brand through various social media platforms as part of the Media Publication Division. Actively contributed to 13 work programs through various committee roles across Event, Public Relations, and Equipment & Logistics divisions. Participated in the PPK Ormawa (Program Penguatan Kapasitas Organisasi Kemahasiswaan) program, supporting student organization capacity-building and community-oriented activities.

UKMO Fassenden
Faculty of Pharmacy – University of Jember, Jember

Jan 2023 — Jan 2025

Served in the Public Relations Division of UKMO Fassenden, a student sports organization, managing communication and coordination with internal and external stakeholders to support sports activities and organizational events.

Skills

Interpersonal Skills

- Adaptability
- Communication
- Public Speaking
- Leadership
- Creative & Critical Thinking

Technical Skills

- Product Management
- Market Research & Competitive Analysis
- Scientific & Medical Presentation
- Microsoft Word, Excel & PowerPoint
- Adobe Premiere Pro, Illustrator & Photoshop

Achievements

2nd Winner of the Public Posters Competition (MEDSMOTION) held by Sebelas Maret University in 2024, **3rd Best Video** of PPK ORMAWA held by Kemendikbudristek in 2023

Certification & Courses

- | | |
|--|------|
| • TOEFL Score 560 UPA Bahasa, University of Jember | 2025 |
| • STRA Ministry of Health, Republic of Indonesia | 2026 |
| • Product and Project Management MySkill | 2026 |

Language

- Indonesian : Native
- English : Professional (TOEFL : 560)

Social Link

LinkedIn: www.linkedin.com/in/driorama-widi

[About me](#) | [Experience](#) | [Project Overview](#) | [Project 1](#) | [Project 2](#) | [Project 3](#) | [Final](#)

Portfolio.

apt. Driorama Widi Ardheka, S.Farm

About Me

apt. Driorama Widi Ardheka, S.Farm.

Licensed Pharmacist with a strong interest in pharmaceutical marketing, product management, and market intelligence. Experienced in developing scientific promotional materials, conducting pharmaceutical market analysis using IQVIA data, and translating clinical evidence into marketing insights. Passionate about combining scientific knowledge and business strategy to support product growth and healthcare outcomes.



Experience

MARKETING INTERN PT. Etana Biotechnologies

Nov 2025 - Dec 2025

• Scientific Communication •

• Market Analysis •

• Product Positioning •

• Literature Review •

• Presentation Design •

• Strategic Thinking •

- **Promotional Material Development** • Developed scientific promotional presentations for cardiology and nephrology products based on product information and supporting clinical literature.

- **Market Intelligence** • Conducted IQVIA-based market analyses to evaluate market trends, competitor performance, and business opportunities.

- **Scientific Research** • Reviewed scientific literature and clinical evidence to support promotional messaging and strategic decision-making.

- **Presentation & Communication** • Presented promotional materials and market insights to internal stakeholders, incorporating feedback to enhance content quality and effectiveness.

PROJECT Overview



PROJECT #1
Cardiology Product
slide INFO



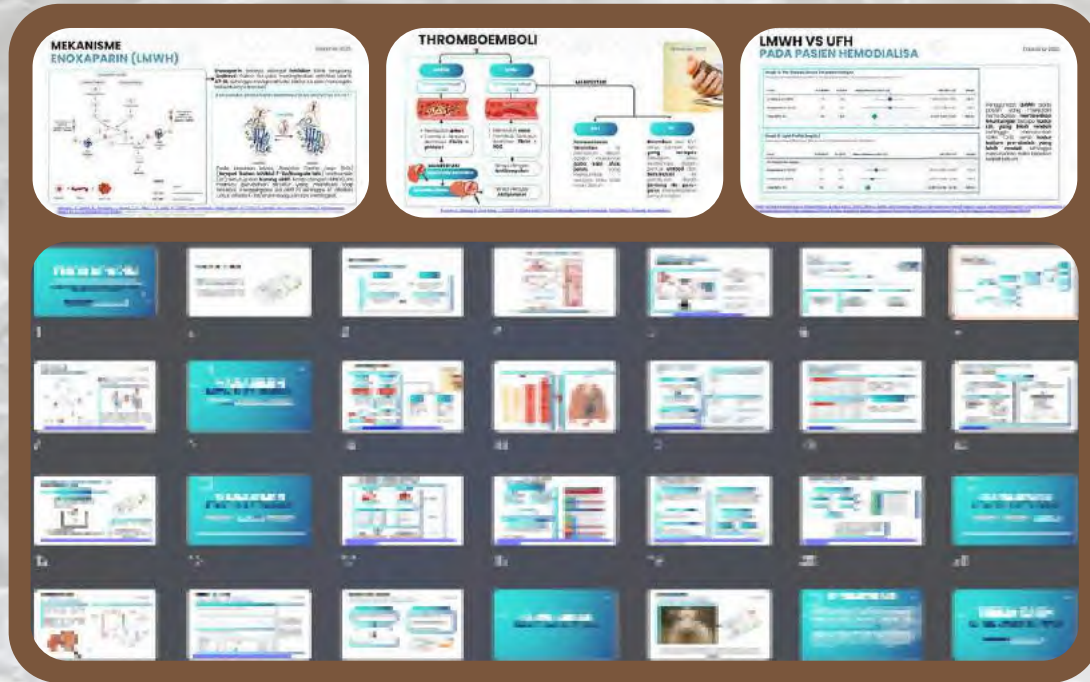
PROJECT #2
Nephrology Product
slide INFO



PROJECT #3
Market Analysis

About me | Experience | Project Overview | **Project 1** | Project 2 | Project 3 | Final

PROJECT #1



Developed a **28-slide scientific promotional material presentation** by integrating product information, clinical guidelines, and scientific paper evidence into a logical narrative with infographic-based visuals, enhancing scientific communication and product positioning.

CONTENT COVERED

Anticoagulant classification

Hemostasis & thrombosis overview

Enoxaparin Mechanism of action

VTE

ACS

Product differentiation & key takeaways

Dosing

About me | Experience | Project Overview | Project 1 | **Project 2** | Project 3 | Final

PROJECT #2

Developed a **27 slide scientific promotional presentation** for a nephrology product by reviewing product monographs, CKD anemia management guidelines, and peer-reviewed literature, then synthesizing key clinical evidence into structured scientific messaging and infographic-based visuals to support product communication.

CONTENT COVERED

CKD Overview & Pathophysiology

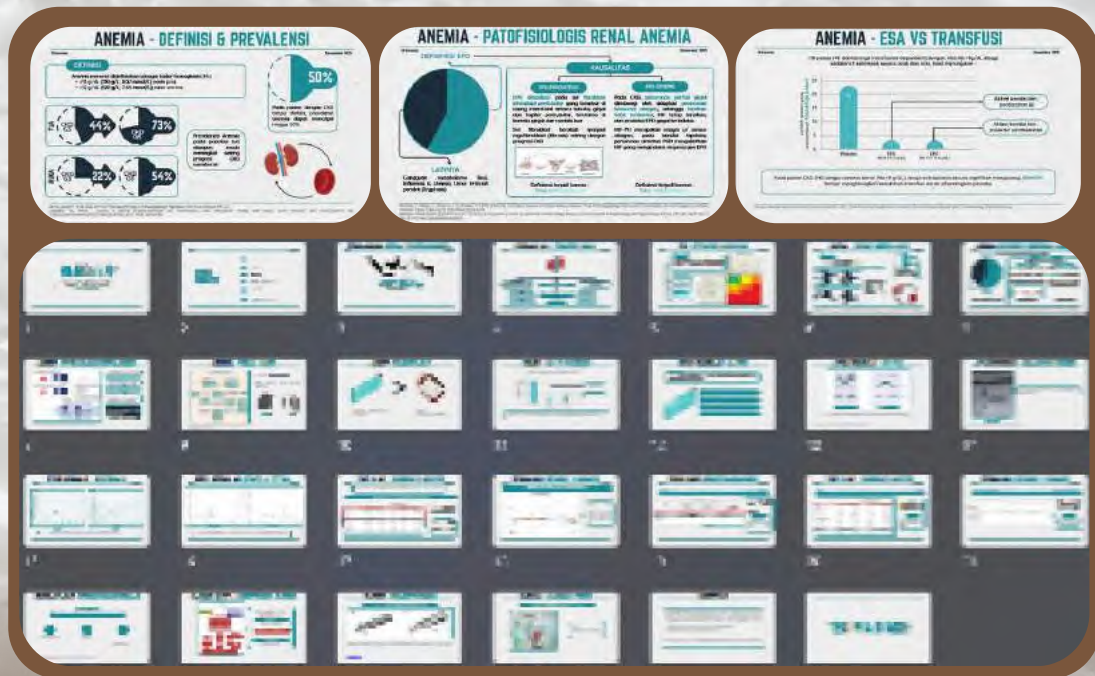
Clinical efficacy

Renal anemia & Erythropoietin deficiency

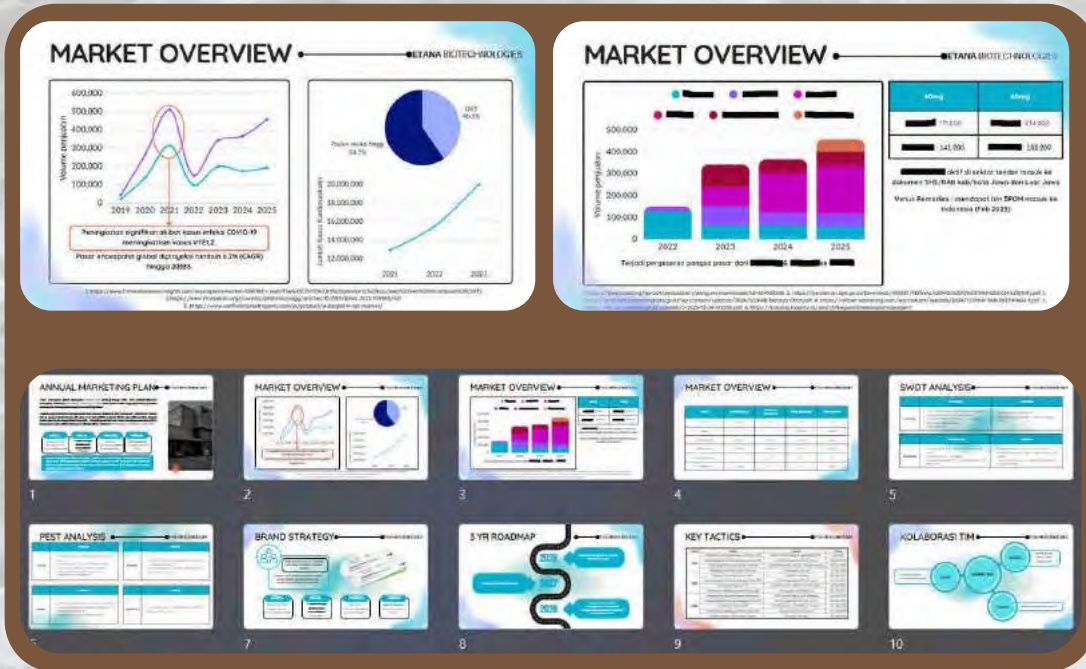
Dosing

Biosimilar concept & scientific comparability

Product differentiation & key takeaways



PROJECT #3



Developed an annual marketing plan presentation by evaluating **IQVIA market data**, competitor landscape, and industry trends, synthesizing key insights into strategic recommendations supported by **SWOT, PEST, and market opportunity analyses**.

CONTENT COVERED

Market Overview & Growth Trend

Competitor landscape & Market share analysis

Brand positioning strategy

PEST Analysis

3 Year marketing roadmap

SWOT Analysis

Key marketing tactics & crss-functional collaboration

About me | Experience | Project Overview | Project 1 | Project 2 | Project 3 | **Final**

DOCUMENTATION & CERTIFICATE

