



NUR ALIFAH

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📍 East Jakarta

🔗 Portfolio Product Marketing

Result-driven Product Trainer/Product Specialist with 5+ years of experience in healthcare, pharmaceuticals, and medical devices. Proven expertise in market and competitor analysis, pricing strategy, go-to-market execution, product launch support, demand forecasting, and KOL/HCP collaboration. Strong background in product and sales enablement, bridging market insights, clinical evidence, and commercial execution to drive portfolio growth, product adoption, and distributor readiness across hospital and national distribution channels.

PROFESSIONAL EXPERIENCE

CONKOTE MEDICAL INDONESIA

PRODUCT SPECIALIST (PRODUCT MANAGEMENT & GTM FOCUS)

JUNE 2025 – FEBRUARY 2026

- Conducted market research and competitor analysis across 37 SKUs, supporting portfolio positioning, SKU prioritization, and differentiation strategy in the wound care category.
- Analyzed pricing strategy for 2 new products, including competitor benchmarking and value-based positioning, contributing to price-setting decisions.
- Supported 3+ new product launches by developing go-to-market (GTM) training strategy, launch decks, sales tools, and post-launch performance tracking.
- Planned and delivered 120+ training session within 6 month for distributors and sales teams as part of GTM execution, improving product adoption and conversion rates
- Led demand forecasting for 5 SKUs, improving forecast accuracy and reducing risks of overstock and stockout through sales trend and consumption analysis.
- Managed KOL & Stakeholder collaboration, producing 6 clinical case reports and 2 scientific article abstracts prepared for international workshops submission and repurposed as strategic marketing and sales assets.
- Created marketing materials, including product decks, sales pitching documents, clinical guidelines, and stakeholder-facing educational content to support market activation.
- Analyzed sales performance and market trends to identify portfolio growth opportunities, pricing gaps, and SKU prioritization recommendations, supporting data-driven commercial decisions.

TIENS SYARIAH INDONESIA

PRODUCT TRAINER | AREA SALES SUPERVISOR

JUNE 2022 – JUNE 2024

- Led and mentored distributor teams by providing targeted sales training, enabling them to effectively achieve individual and regional sales targets, contributing to sustained double-digit revenue growth.
- Conducted and delivered 19–24 offline seminars and 100+ online webinars annually by leading distributor training, seminars, webinars, product demonstrations and sales events at national and regional levels, increasing purchase intent by 25% and contributing to regional sales targets.
- Executed commercial enablement during 5+ new product launches by directly supporting distributors with advanced selling techniques and boosting their confidence, resulting in a 30% improvement in sales presentation and driving 200% sales growth for launches.
- Developed and executed regional sales action plans aligned with business objectives, achieving consistent target overachievement and 90% distributor satisfaction.
- Created engaging sales materials including toolkits, posters, sales decks, and product guides, enhancing distributor readiness and driving a 20% increase in customer acquisition rates.

PT. PHAROS INDONESIA

PRODUCT SPECIALIST

SEPTEMBER 2019 – JUNE 2021

- Supported product commercialization through field execution, product education, and customer engagement, contributing to 20% repeat purchase growth.
- Exceeded quarterly sales targets by 10–20%, gaining strong exposure to customer behavior and product-market fit.
- Prepared sales performance reports to support internal analysis and business reviews.

EDUCATIONAL BACKGROUND

HASANUDDIN UNIVERSITY

MAGISTER OF PHARMACY SCIENCE | GPA : 3.91/4.00

AUGUST 2021 – SEPTEMBER 2024

- Collaborated with professors and peers on research projects, resulting in published scientific paper on 2024.
- Applied analytical and research skills to support evidence-based product positioning, clinical communication, and healthcare marketing strategy.

KEY SKILLS & COMPETENCIES

SKILLSET

- **Product Management & Strategy** (Market & Competitor Analysis, Go-To-Market (GTM) Execution, Product Launch & Lifecycle Support, Pricing Strategy & Portfolio Analysis, Demand Forecasting & Business Analysis), **Commercial Enablement & Training** (Sales & Product Enablement Strategy, Commercial Training Program development, Distributor Capability Building, Product Knowledge management), **Business & Commercial Performances** (Business Relationship & Account Management, Sales & Revenue Performance Analysis, Customer Relationship Management (B2B / Distributor), **Stakeholder Management** (KOL/HCP Collaboration, Cross-functional Coordination).

TOOLSET

- Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides), Canva, Notion.

LANGUAGE

INDONESIAN | Native Proficiency (oral and written)

ENGLISH | Professional Proficiency (oral and written)

CHINESE Mandarin | Basic Proficiency

ORGANIZATIONAL & VOLUNTEER EXPERIENCE

KELAS INSPIRASI MAKASSAR 7 (KIM 7)

- Participated and collaborated as a volunteer with a team of 15+ professionals from diverse industries to deliver an engaging, career-focused curriculum tailored for young learners in a program aimed at inspiring underprivileged children in rural schools

BINE | Social Media Manager (2018)

- Managed the organization's social media platforms, increasing follower up to 1000 through the creation of interactive and educational posts.

GANK-PKM | Secretary of Gerakan Anti Narkoba Keluarga Poltekkes Kemenkes Makassar (2015-2017)

- Oversaw administrative tasks, including preparing meeting agendas, managing documentation, and coordinating events for a team of 20+ members.

COURSE & CERTIFICATION

- Product Management : An Introduction (Coursera x IBM) 2026
- Product Management : Foundation & Stakeholder Collaboration (Coursera x SkillUp) 2026
- Mandarin Courses (Elf Education) 2023
- TOEFL ITP (ETS) 2021
- Aplikasi Perkantoran (Widyaloka Education) 2019
- ESQ Leadership Training (2014)