

Bernadeta Herdi Yunita

Pharmacist | Product Executive | Healthcare Marketing & Product Insight

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PROFILE



Licensed Pharmacist with hands-on experience in retail pharmacy, healthcare service, pharmaceutical manufacturing, and distribution environments. Experienced in observing customer behavior, identifying product needs, supporting sales performance, and translating pharmaceutical knowledge into customer-oriented product communication at outlet level. Strong interest in Product Executive roles, especially in healthcare marketing, product positioning, market insight, product training, and cross-functional coordination. Detail-oriented, analytical, and communicative, with the ability to bridge scientific knowledge, customer needs, and commercial objectives in the pharmaceutical industry.

EDUCATION

Sanata Dharma University, Yogyakarta	2024 - 2025
Professional Pharmacist Program – GPA : 3.64/4.00	
Sanata Dharma University, Yogyakarta	2020 - 2024
Bachelor of Pharmacy – GPA : 3.14/4.00	

WORK EXPERIENCE

Pharmacist Apotek Alpro Indonesia	Dec 2025 – Mei 2026
- Analyzed real customer needs, purchasing behavior, and product preferences through daily customer interaction, counseling, and product recommendation at outlet level. - Translated pharmaceutical knowledge into clear product communication to support customer understanding, product acceptance, and purchase decision-making. - Supported outlet sales performance by aligning product recommendations with customer needs, stock availability, promotional priorities, and daily sales targets. - Contributed to visual merchandising and product display arrangement to improve product visibility, customer attention, and product accessibility. - Monitored short-expiry and priority products through inventory documentation and product rotation strategy to minimize expiry risk and support stock efficiency. - Participated in new outlet Grand Opening activities by supporting product readiness, customer service flow, and promotional execution to drive early outlet performance.	
Assistant Lecture – Pharmaceutical Care Cardio Endocrine	2023
- Prepared pre-test and post-test questions and discussed them with the lecturer. - Conducted mentoring and discussions with students during Q&A sessions. - Assisted in organizing practical exams at the end of the semester.	
Assistant Lecture – Pharmaceutical Care Neuro-Renal	2024
- Prepared pre-test and post-test questions and actively discussed them with the lecturer. - Supervised students in using special instruments such as body interact for case studies. - Held discussions and Q&A sessions with students during practice.	
Research Assistant	2024
Assisted in research on the wound-healing effect of Lemna Minor L. in vivo on rats..	

INTERNSHIP EXPERIENCE

Intern | Apotek Garsen

Mar-Apr 2025

- Actively provided patient counselling for both prescription and over the counter medications, ensuring safe and rational drug use.
- Conducted prescription screening to evaluate dosage accuracy, contraindications and potential drug interactions before dispensing.
- Delivered drug information and education to patient about dosage, storage and adherence, improving medication compliance.
- Managed the inventory system including receiving, storage, expiry monitoring, and stock opname using the FEFO/FIFO principle.

Intern | Rumah Sakit Panti Rapih Yogyakarta

Jan-Feb 2025

- Dispensed medications and medical devices in inpatient and outpatient pharmacy units.
- Conducted prescription screening to ensure drug suitability for patients.
- Assisted with floor stock management of medicines and medical devices.
- Attended CSSD tour and sterilization process training.
- Provided patient counseling on medications and special devices under supervision.
- Participated in pharmacist supervision activities including reagent storage checks and sealing emergency trolleys.

Quality Assurance Intern | PT. Caprifarmindo Laboratories.

Nov-Dec 2024

- Supported product quality and compliance through report preparation and CAPA documentation, strengthening understanding of product lifecycle and regulatory frameworks.
- Collaborated across divisions (Production, QC, Registration and Warehouse) to ensure product consistency and improvement aligned with company standards.
- Participated in discussions on Product Quality Review, Change Control, and Product Release, enhancing insight into product positioning and life cycle evaluation.
- Attended training on product registration processes for both local and imported products, expanding awareness of market access and product strategy.

Intern | PBF Penta Valent Cab. Bandung

Oct 2024

- Requalified customers by verifying SIPA, ID card, NPWP, and related documents according to CDOB standards.
- Prepared and verified medication availability based on purchase orders and invoices.
- Engaged in discussions regarding Good Distribution Practice (CDOB) and Good Medical Device Distribution Practice (CDAKB).
- Learned and assisted in the implementation of pharmaceutical waste and destruction procedures under pharmacist supervision.

Intern | Puskesmas Prambanan

Oct 2024

- Managed drug storage and display at the pharmacy counter.
- Screened prescriptions and provided drug information according to patient conditions.
- Conducted daily stock opname and documented in Drug Usage and Request Report.

ORGANIZATION EXPERIENCE

Event Committee - FACTION

2021

- Coordinated with external partners and vendors to ensure successful event execution, strengthening skills in negotiation and stakeholder management.
- Created event jingles and managed theme development, demonstrating creativity in promotional and branding activities.
- Oversaw event logistic and stage management to maintain seamless event flow and audience engagement.

Event Coordinator – Graduation Ceremony

2020 - 2021

- Led the event division in concept planning, theme selection, and coordination with multiple stakeholders including faculty and graduates.
- Supervised event preparation, timeline, and communication materials, developing strong leadership and project management abilities.
- Ensured effective coordination between committees to deliver a well-organized and memorable academic event.

Liaison Officer Committee – JMKI vs USD Webinar

2022

- Served as primary liaison between speakers, participants, and organizing committees to ensure smooth event communication.
- Supported event promotion and participant recruitment from various universities, enhancing experience in outreach and academic marketing.
- Gained exposure to event branding and target audience management

CERTIFICATE & TRAININGS

- Leadership Training (2020)
- Cosmetic Student Club (2020–2022)
- Moral Theology Webinar (2020)
- LO Coordinator – JMKI x USD Webinar (2022)

SKILLS

- **Languages:** Indonesian — Native; English — Intermediate
- **Product & Marketing:** Product Knowledge, Product Lifecycle, Market Insight, Customer Behavior Analysis, Product Positioning, Product Communication, Visual Merchandising
- **Commercial Skills:** Sales Target Support, Customer-Oriented Selling, Product Recommendation, Stock & Inventory Monitoring
- **Communication:** Presentation, Reporting, Negotiation, Cross-Functional Coordination, Team Collaboration
- **Technical Skills:** Microsoft Office, Basic Data Reporting, Scientific Writing