

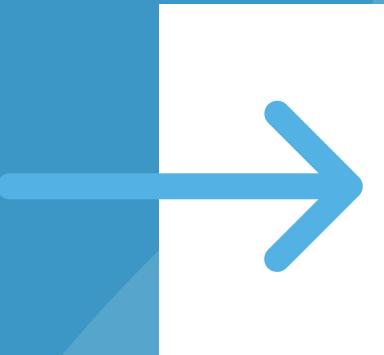
2025 • Nasiffah Alawiyah

# Portofolio.

<https://nasiffah.my.id/>

For me, design is not just about aesthetics — it's about delivering a message in the most impactful way.

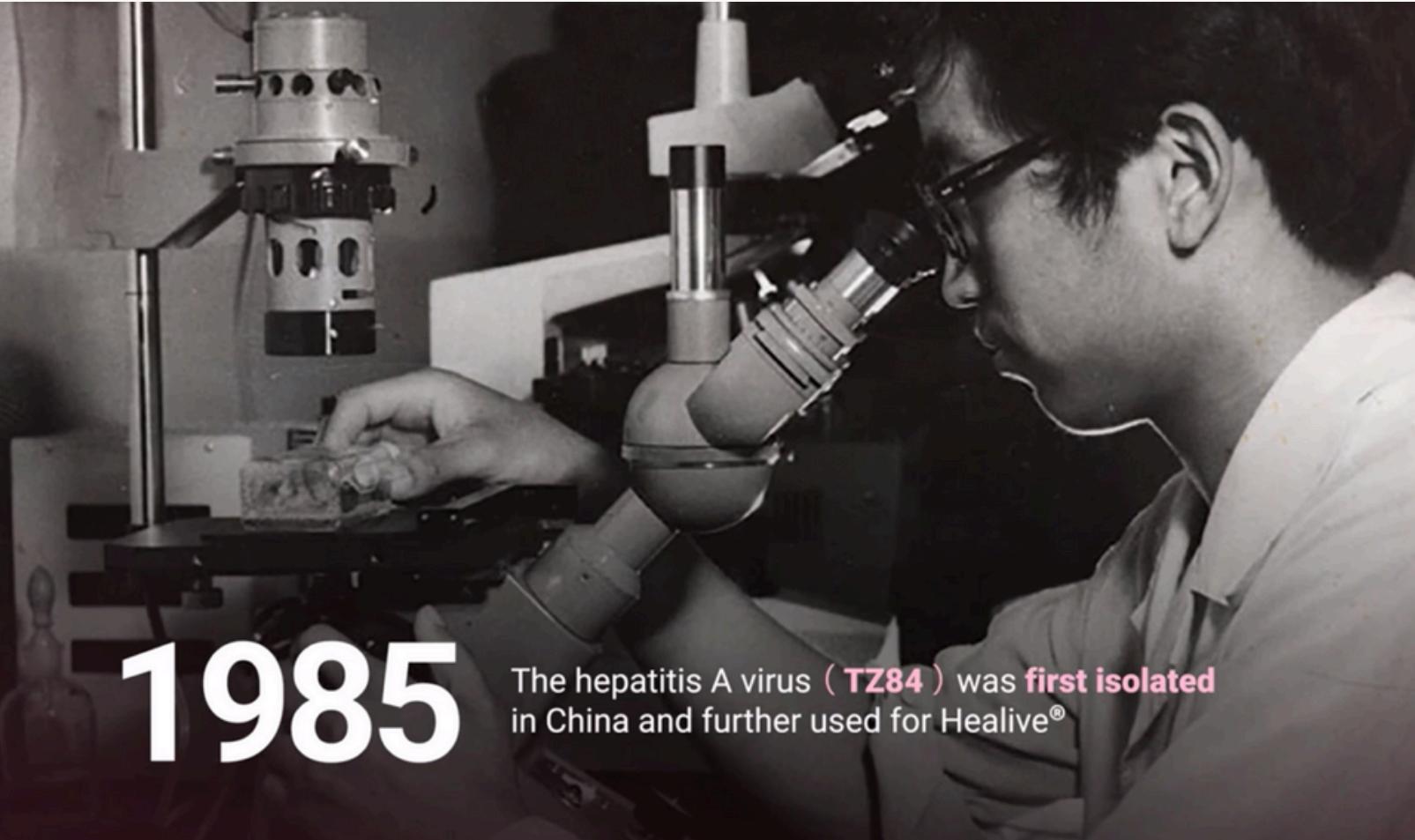
Here, I've gathered a collection of works I've created, including animations, videos, social media content designs, presentations, and promotional materials.



NS Portofolio

Video

# Healive History



## Healive® History

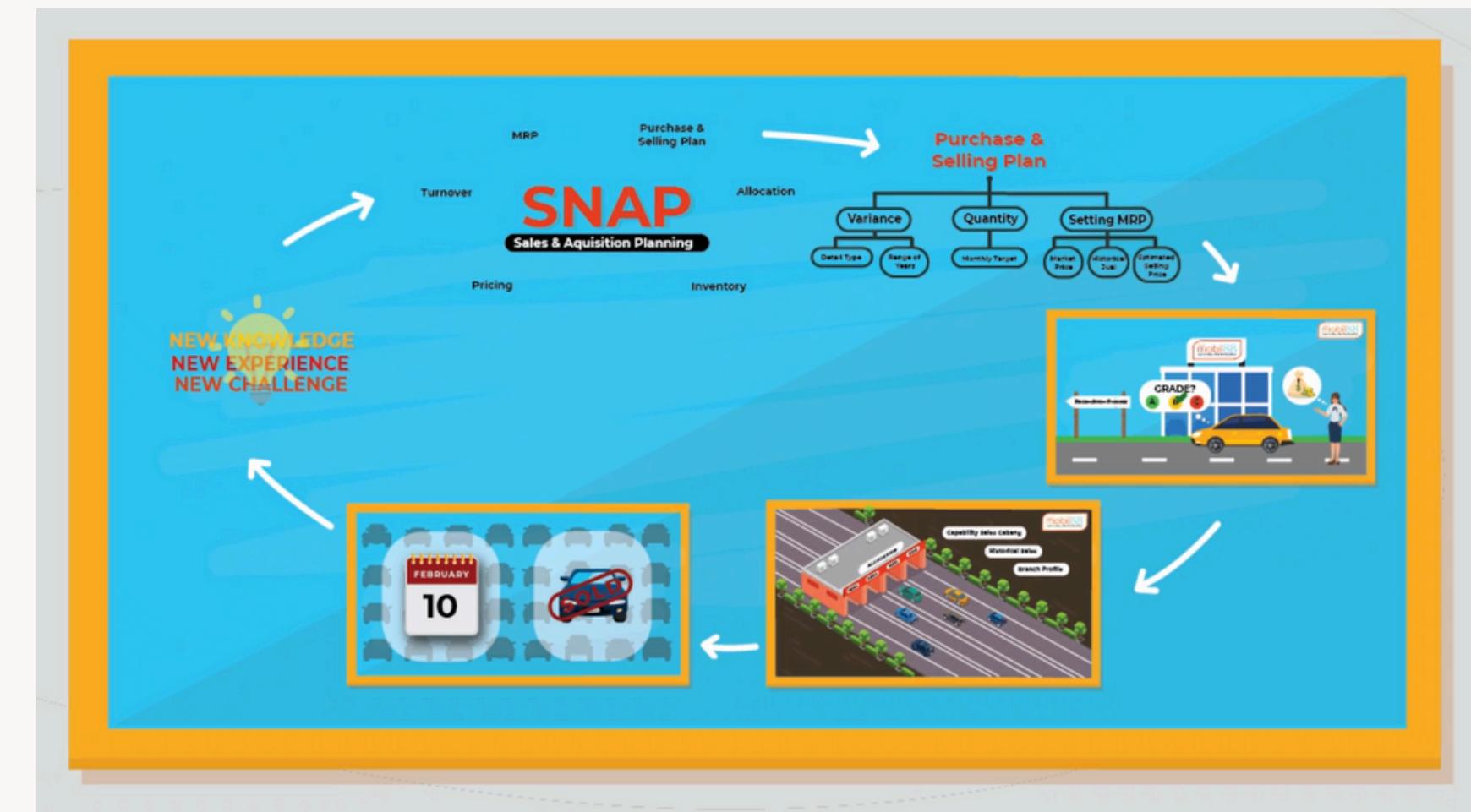


2023

NS Portofolio

*Video*

# Animasi Sales & Aquisition Plan Mobil88



2024

Video

# Valenina Product



## Valenina®

13-Valent Pneumococcal Conjugate Vaccine

### STORAGE AND TRANSPORTATION



Transport and store re-frigerated at 2°C to 8°C, protect from light.



Discard if the vaccine is frozen.



DO NOT FREEZE



Keep the product in places out of children's reach.

### SHELF LIFE



Please use before the expiration date printed on the label or small box.



NS Portfolio.



Video

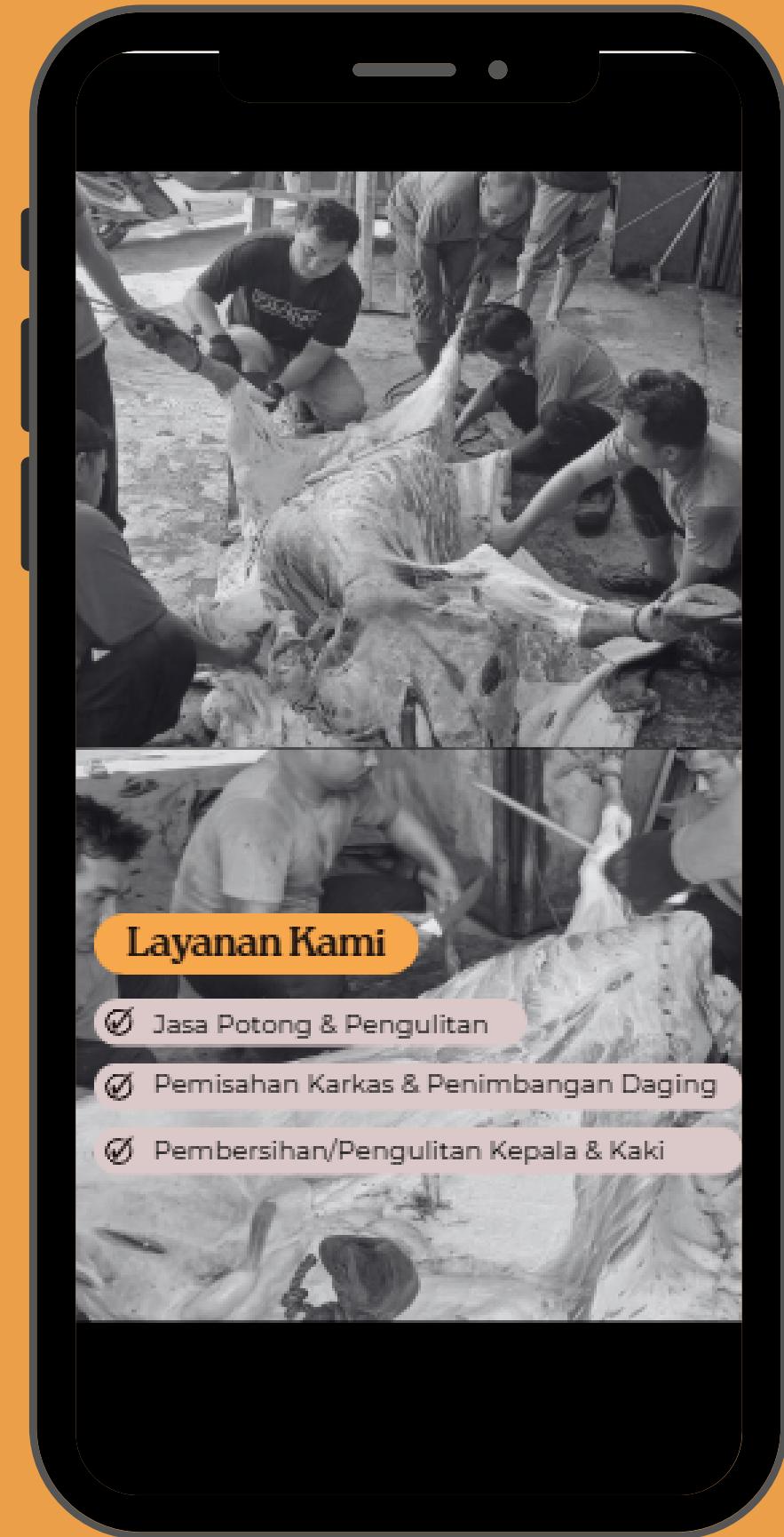
# Highlight Etana Charity

2025

NS Portofolio



2025



*Video*  
**Jasa Sembelih  
Halal Promotion**



# 2024

**Sponsorship Proposal**

**Proven Power to Protect Our Children**

**August 2024**

**Target Audiences**

**Meet Our Audiences**

**2.000 Doses of Pneumonia Vaccine**

**Children Aged 2-5 years**

**5 Districts in East Nusa Tenggara**  
East Sumba District, Ende District, Southwest Sumba District, West Manggarai District & Lembata District

**About PrimaKu**

**PrimaKu**

PT Cipta Medika Informasi (PrimaKu), an application that monitors children's health, collaborates exclusively with the Indonesian Pediatrician Association (IDAI). Through this application, parents can easily and quickly access information about child development and health, an application that monitors children's health.

The presence of this technology will accelerate and expand access to children's health services within the community. This is a concrete step by IDAI to improve the quality of children's health from birth throughout Indonesia.

Having 500,000 users and 40,500 thousand reviews on the Play Store.

**Introduction**

In 2019, pneumonia accounted for 740,180 (14%) deaths of children under 5 years old.<sup>1</sup> Approximately 2,200 children die each day from pneumonia.<sup>2</sup> In 2018, it was estimated that around 19,000 children died due to pneumonia in Indonesia.

The Indonesian government has implemented and included pneumonia as one of the priorities in the National Immunization Program. However, pneumonia remains a significant public health issue in its implementation.

One province that has not fully experienced the impact of the National Immunization Program is East Nusa Tenggara Province (NTT). It is recorded that pneumonia cases in this province have reached 4,437.<sup>3</sup>

**Sponsor Benefits**

**Benefits**

- Logo Placement**  
Placement of brand logo on event banners
- Digital Promotion**  
Exclusive promotion on digital channels and all event committees
- Ad-Libs**  
Mention of the company name during the event
- National Mass Media**  
Photo, video documentation by national mass media

# Presentation Temasek Sponsorship Program

**etana Biotech**

## Vaksin Pneumonia Pada Anak

dr. Alfira Noviantari Belasari

**Manifestasi Penyakit Pneumokokus**

Pada anak-anak, infeksi non-invasif paling sering terjadi, seperti otitis media dan sinusitis. *Streptococcus pneumoniae* adalah bakteri penyebab penyakit pneumokokus noninvasif dan invasif (IPD).

Vaksinasi dapat mencegah penyakit pneumokokus, mengurangi komplikasi dari infeksi berat, termasuk infeksi IPD.

- Infeksi berat**
  - Bakteremia
  - Sepsis
  - Meningitis
- Infeksi Telinga Tengah (Otitis Media)**
- Infeksi paru-paru (pneumonia)**
- Resistensi Antibiotik**

Invasive pneumococcal disease [Internet]. 2010 [cited 2024 May 21]. Available from: <https://www.ecdc.europa.eu/en/invasive-pneumococcal-disease>

**unicef**

### Prevalensi Kasus Pneumonia Pada Anak

Kementerian Kesehatan melaporkan tahun 2021, 278.261 anak balita terkena pneumonia.

Estimasi global mencatat bahwa setiap jam, ada 71 anak di Indonesia terkena pneumonia.

<https://www.unicef.org/indonesia/id/siaran-pers/embaga-kesehatan-dan-anak-memeringkatkan-satu-anak-menenggal-akibat-pneumonia-setiap-39>

### Bakteri *Streptococcus pneumoniae*

*Streptococcus pneumoniae* terdapat pada nasofaring sekitar 43 -55% anak usia < 5 tahun.

*S. pneumoniae* adalah penyebab utama pneumonia pada anak-anak < 5 tahun.

±100 serotipe dengan rantai polisakarida berbeda.

Dion CF, Ashurst JV. *Streptococcus pneumoniae*. [Updated 2023 Aug 8].

### Efek Samping Pasca Imunisasi PCV

Seperti kebanyakan vaksin, imunisasi PCV untuk anak-anak maupun dewasa terkadang dapat menyebabkan efek samping ringan, misalnya:

- Reaksi Lokal :** Nyeri, Bengkak, kemerahan pada lokasi penyuntikan
- Reaksi Sistemik :** Demam, nyeri otot, lemas, nafsu makan menurun

Teresiu S, Minter DA. *Pneumococcal Vaccine*. [Updated 2023 Mar 20]

*Presentation*  
Pneumonia Vaccine

**etana | 3C** commitment are collaboration

## Influenza Vaccine Market Review

Jakarta, Nov 2024

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**Summary**  
of Situation Assessment

### Competitive Situation and Pricing & Market Access

**Children**

**Not Included in National Immunization Program**  
Influenza vaccine is not included in the government national basic immunization for children but recommended by Indonesia Pediatric Association (IDAI).

**IDAI Recommendation Guidelines for 0-18 y.o.**  
Influenza vaccine has been included in IDAI recommendation guidelines at Children Immunization Schedule for 0-18 years old.

**Adults**

**>19 Years Old Annually**  
Trivalent/Quadrivalent Influenza vaccine recommend >19 years old annually.

**Recommend for International Pilgrims**  
Influenza vaccine strongly recommend for international pilgrims (Hajj and umroh).

Source: ITMA, 2023.

**Influenza Vaccine Marketing Activities**

- 1 Global Event**  
Improve mindset and knowledge about vaccine manufacturing
- 2 Advisory Board Meeting**  
Gain strong scientific endorsement
- 3 Speaker Development (KOL)**  
Establish local speaker pool
- 4 Local Symposium, RTDs**  
Maximize and utilize the Local KOL to influence their peer group

**Yearly Internal Mkt Activities**

1. Global Event	2 times
2. Expert meeting	4 times
3. Focus Group Discussion	120 times
4. Product Presentation by Sales team	400 times
5. Product Discussion by Sales team	600 times

**Tools**

- 1. Detail aids
- 2. Slide presentation
- 3. Promo material

Source: Etana Biotechnologies Indonesia

**HCP & Customer Coverage**

**HCP Coverage**  
40 PA/PAM

**Users:**

- 1. Pediatricians
- 2. GP
- 3. Vaccinologist

**Customer Coverage**  
40 PA/PAM

**Users:**

- 1. ± 30 Hospital / (PA/PAM)
- 2. ± 20 Clinics

Total Covered Hospitals and Clinics :  
**± 2,000 Hospital and Clinics**

PA: Product account, PAM: Product account manager

2024

*Presentation*  
**Influenza Market Review**

# About Designer Introduction

Each piece has its own story, and I hope you'll see how ideas are transformed into compelling visual experiences.

Nasiffah Alawiyah

