



ANDIKA FRANSISKAYANA

PRODUCT DEVELOPMENT

PERSONAL INFORMATION

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EDUCATION

Institut Pertanian Bogor (IPB)

Bachelor's degree, Aquatic Product
Technology
2014 - 2018

Publication

SENYAWA BIOAKTIF RUMPUT LAUT DAN
AMPAS TEH SEBAGAI ANTIBAKTERI DALAM
FORMULA MASKER WAJAH JOURNAL

SKILLS

Product Research

Presentation

Content writing

Search Engine Optimization (SEO)

Microsoft Word

Microsoft Excel

Microsoft Office Microsoft PowerPoint

IBM SPSS

EXECUTIVE SUMMARY

I graduated cum laude with a GPA of 3.51 from Bogor Agriculture University in 2018 with a Bachelor of Fisheries. I am currently working for PT. BAE Orbit Senusantara as their Product Development. My main focus is on product research and development, to be specific, the products that I handled is cosmetics and food supplements. I am also interested in beauty trends and fashion.

EXPERIENCE

Product Development at PT. BAE Orbit Senusantara

Jul 2020 - Present (1 yr 2 mos)

- Increase brand awareness for BOS products.
- Manage articles related to health issues in BOS websites using Wordpress
- Create weekly educational content (educational video in BOS apps) about products for BOS members.
- Create educational video content about health issues (IBOS App) for BOS members.
- Manage product content for BOS Instagram.
- Search and Review trending products
- Create and Present training materials for new BOS members.
- Develop new products according to the market, currently in pregnancy and anti-aging products.
- Answering questions from customers about certain products

Product Research and Development at CV Oseanesia Karya Utama

May 2019 - Jan 2020 (9 mos)

- Develop Spirulina Clay Mask formulation
- Ensure the process and ingredients according to BPOM regulations
- Manage content for Osephire Instagram
- Create and Present a new type of face mask, which is Spirulina Clay Mask
- Ensure that Spirulina Clay Mask according to market demands
- Answering questions from customers about Spirulina Clay Mask

Medical Sales Representative at PT Haju Medical Indonesia

Feb 2019 - Apr 2019 (3 mos)

- Find and maintain clients
- Promote products to beauty clinics and doctors
- Provide after-sales service to clients
- Provide product training to clients
- Search and analyze new beauty products

AWARDS

- Speaker for National Meeting - Marine and Fisheries Product and Biotechnology Processing (MPHPI) - 2018
- Student Creativity Program - KEMENRISTEKDIKTI - 2018
- Scholarship Receiver of PPA-KEMENRISTEKDIKTI - KEMENRISTEKDIKTI