

Rachmad Eka Prasetyo

Creative work. Clear purpose.

I turn ideas and healthcare information into useful visual content, digital experiences and practical marketing campaigns.

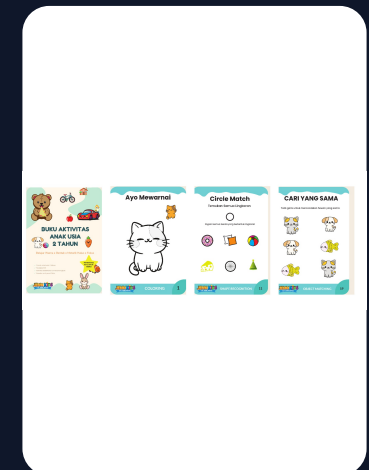
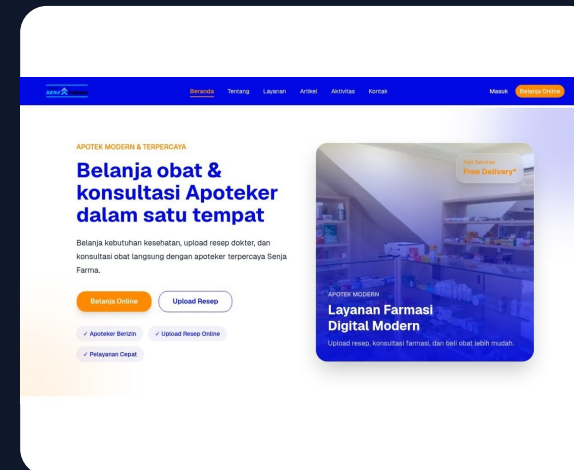
GRAPHIC DESIGN / CONTENT / WEB / MEDIA

S.Farm. / Bekasi, Indonesia

Healthcare knowledge. Hands-on creative execution.

Explore the core digital portfolio

prasetyoty21@gmail.com



Healthcare knowledge. Creative execution.

A pharmacy-trained professional connecting clear communication, consistent design and practical digital delivery.

My work at Senja Farma brings together health education, customer-facing content, web development and local marketing. I use AI to explore and structure ideas, then refine the final work through layout, editing, fact checks and quality review.

WHAT I BRING

Visual clarity

Consistent hierarchy, readable layouts and a coherent brand voice.

Healthcare context

Content shaped by accuracy, trust and responsible communication.

A REPEATABLE WORKFLOW

01

Plan

Audience, topic, format and a clear brief.

02

Create

AI-assisted exploration, design and production.

03

Review

References, readability and technical quality.

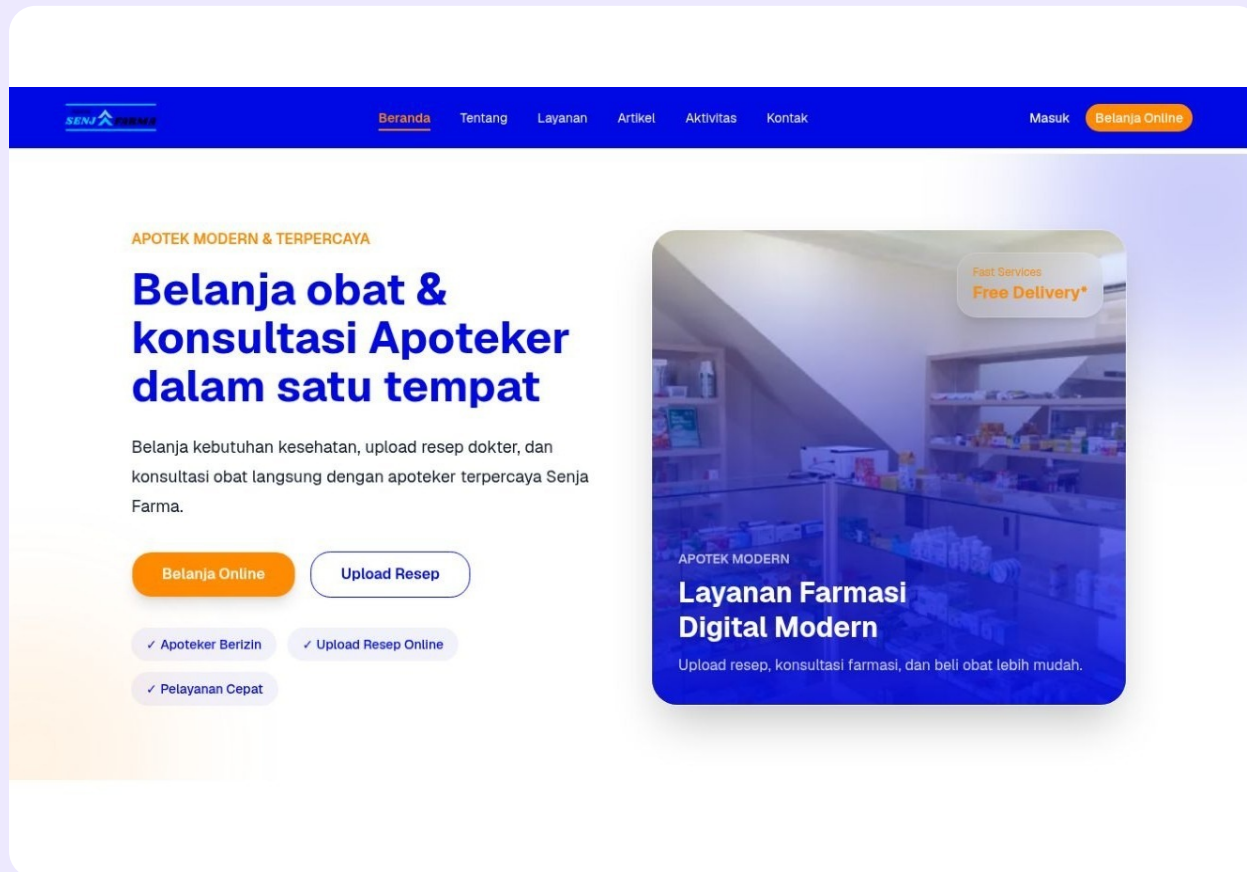
04

Monitor

Spreadsheet/Excel planning and performance review.

Senja Farma digital presence

A responsive pharmacy website with clear services, educational content and direct customer action paths.



MY CONTRIBUTION

Content structure, information architecture, UI direction and AI-assisted front-end development.

I shaped service messaging and calls to action around trust and ease of use. The work includes mobile layouts, article navigation, sitemap/robots and links to customer enquiries.

TOOLS

ChatGPT / Cursor / Next.js

Visit senjafarma.com

Shop and membership are planned extensions; they are not presented here as completed functionality.

One brand. Multiple content formats.

Senja Farma feed posts and carousels combine health education, service communication and product promotion.



FROM TOPIC TO PUBLISHABLE CONTENT

Topic selection, hooks, reference checks, captions and visual direction. Carousel pacing makes complex information easier to scan and understand.

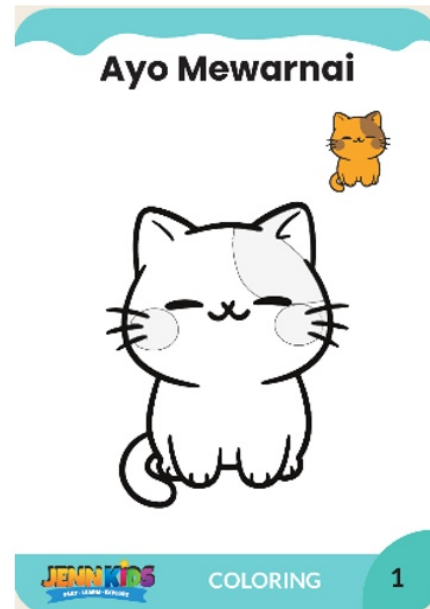
TOOLS

Canva / Gemini / ChatGPT

[View @senjafarma](#)

Jenn Kids Activity Workbook

A 43-page A4 printable workbook for children aged two, built through activity planning and manual design refinement.



MY ROLE

Activity structure, prompt development, asset selection, Illustrator line cleanup and final page layout.

PRODUCTION TOOLS

ChatGPT / Gemini / Grok AI / Adobe Illustrator
Output: print-ready A4 PDF.

Small budget. Measurable conversations.

Senja Farma local Meta Ads campaign / 4-6 March 2026

TOTAL MEDIA SPEND

Rp111,169

A local paid-media test focused on awareness and direct customer conversations, using clear service messaging and a WhatsApp action path.

10

Chats

76

Link clicks

4,899

Reach

8,361

Impressions

WHAT THE RESULT SHOWS

A modest local budget generated reported chats and link activity. I use these outcomes to guide the next creative and targeting tests. Sales and revenue were not tracked in this snapshot.

Connecting local service and digital awareness.

Health-check promotion, community-facing communication and a practical follow-up plan for Senja Farma.



ACTIVATION COMMUNICATION

The portfolio connects health-check promotion with local social content, banners/flyers, vouchers and customer follow-up planning.

THE CUSTOMER JOURNEY

Awareness

Clear local communication about the service.

Trust and service

An approachable real-world customer experience.

Follow-up

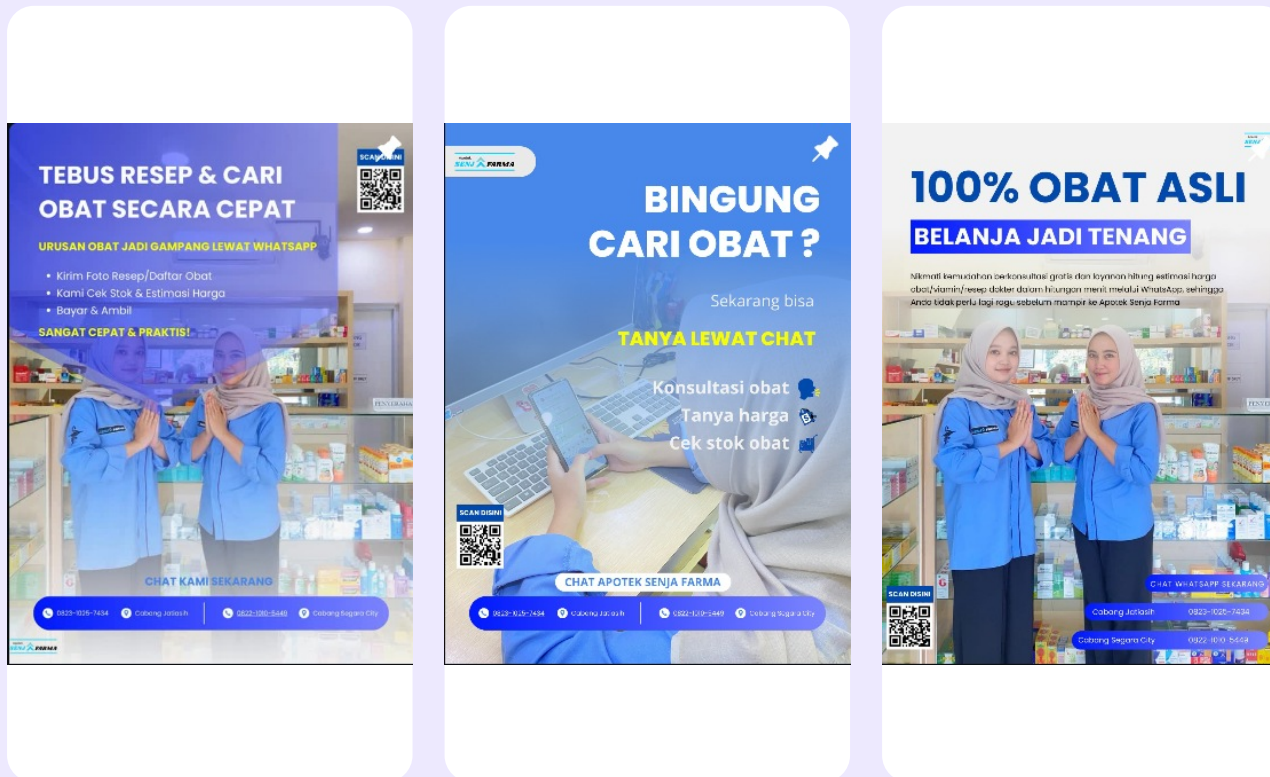
A plan for continued contact and repeat relationships.

Selected promotional and on-site images from the public Instagram account. The twice-monthly schedule in the healthcare document is a proposed cadence; attendance and repeat-visit results are not claimed.

[View the Senja Farma account](#)

Healthcare content, made for the scroll.

Short-form content for @senjafarma, developed around a clear message, readable visuals and a useful next step.



CONTENT + PRODUCTION

Angle and hook development, script/voice-over structure, B-roll planning, video editing and CTA integration.

I connect Reels with feed posts and carousels so education, services and promotion follow a coherent editorial direction.

TOOLS

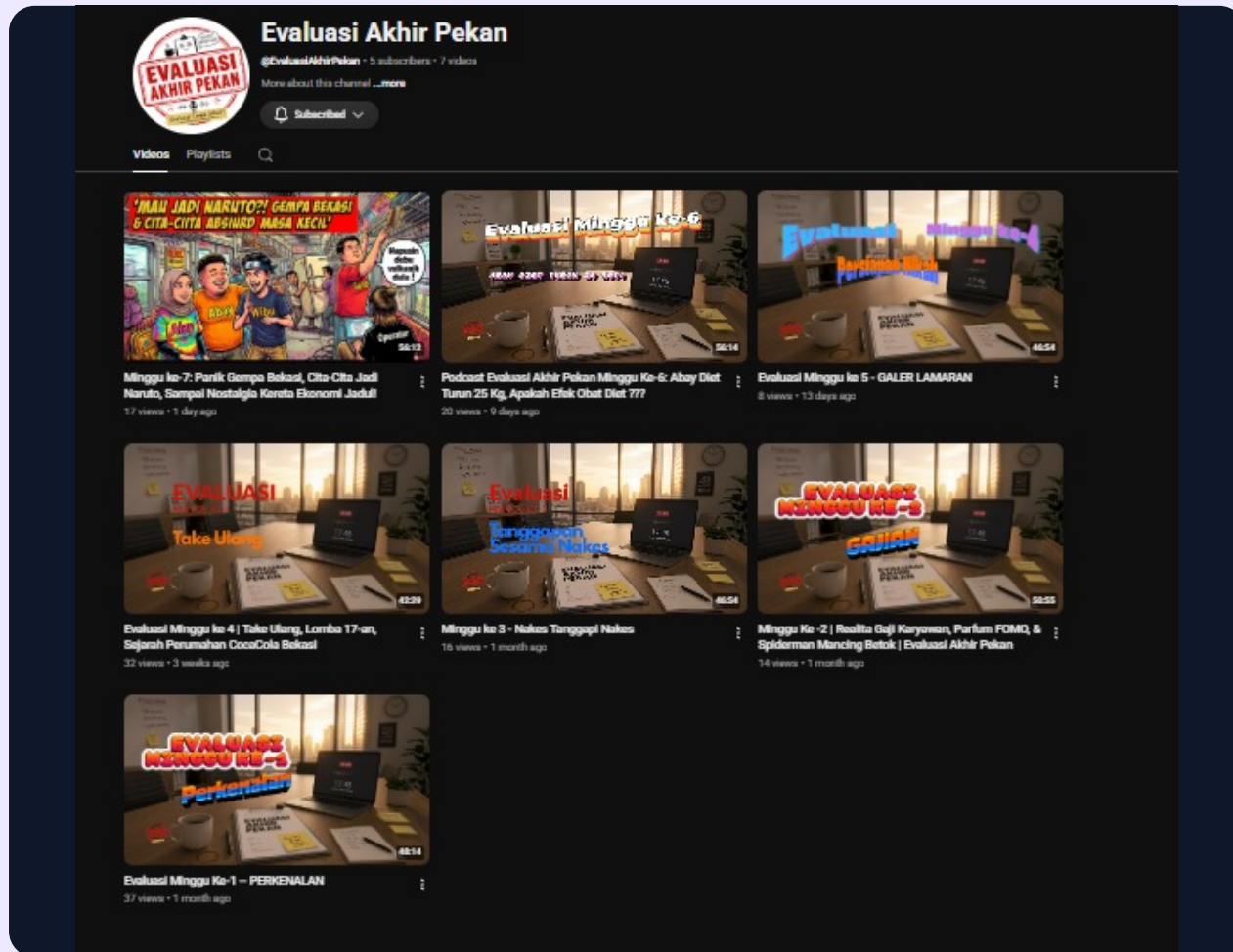
CapCut / Adobe Premiere Mobile
ChatGPT / Gemini

Watch public content on @senjafarma

Account screenshots show selected published content; video playback is available through the original account.

Evaluasi Akhir Pekan

Long-form conversational content with an audio-editing workflow and a consistent publishing presentation.



AUDIO WORKFLOW

Recording workflow, Audacity cleanup, EQ and leveling, quality checks and final export.

VIDEO + VISUAL PACKAGING

Video editing and thumbnail production support the episode presentation and publishing workflow.

TOOLS

CapCut / Audacity

Canva / Gemini for thumbnails

Listen on [@EvaluasiAkhirPekan](#)

A practical toolkit, matched to the work.

Tools support the process. Clear communication and review keep the final work accountable.

Website development

ChatGPT / Cursor / Next.js

Planning & monitoring

Spreadsheet / Excel

Instagram posts & carousels

Canva / Gemini / ChatGPT

Instagram Reels

CapCut / Adobe Premiere Mobile / ChatGPT / Gemini

Campaign planning & delivery

ChatGPT / Gemini / Claude / Meta Ads

Video, audio & thumbnails

CapCut / Audacity / Canva / Gemini

Jenn Kids additionally uses Grok AI and Adobe Illustrator for asset exploration and manual vector refinement.

LET'S TALK ABOUT YOUR NEXT PROJECT.

prasetyotyo21@gmail.com

[Core portfolio](#)

[LinkedIn](#)