

## Hubungi

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## Keahlian Teratas

Press Releases  
Statement Analysis  
Leadership

Certifications  
Digital Marketing

# Wiaam Rifqi Abror

SEO Specialist | Digital Marketing  
Kota Malang, Jawa Timur, Indonesia

## Ringkasan

A Digital Marketing Professional with +5 years of experience in developing and implementing effective marketing strategies. Possesses an understanding of brand positioning, competitor analysis, and market segmentation to identify growth opportunities for directing targeted marketing campaigns. Demonstrates leadership and negotiation skills for the development and collaboration with relevant stakeholders.

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## Pengalaman

### DPRD Kota Malang

Humas Anggota DPRD Terpilih Periode 2024 - 2029  
Mei 2024 - Present (7 bulan)  
Malang, Jawa Timur, Indonesia

#### Achievement:

- Crafted narratives aimed at boosting the electability of a Malang City DPRD member.
- Formulated statements addressing relevant community issues.
- Composed press releases for media dissemination.
- Authored articles for the official website of a Malang City DPRD member.

#### Results:

- Achieved a monthly increase of 1,000 followers on both TikTok and Instagram.
- Increased website traffic from 0 to 200 visits per month.

### Wartajatim.co.id

Search Engine Optimization Specialist  
Mei 2023 - Juli 2024 (1 tahun 3 bulan)  
Kota Malang, Jawa Timur, Indonesia

- Creating a premium-themed website in accordance with SEO guidelines
- Conducting keyword research and planning articles for publication

- Generating 60+ SEO content for business and startup categories
- Analyzing and reviewing published articles
- Analyzing traffic growth using Google Analytics and Google Search Console (GSC)

Achievement:

- Developed a program to release student needs and successfully acquired over 100 clients.
- Successfully executed a media coverage collaboration with 30 hotels in Malang City during the Ramadan season.

**PT Solusi Digital Branding**

2 tahun 7 bulan

**IT Manager**

Mei 2023 - Juni 2024 (1 tahun 2 bulan)

Kota Malang, Jawa Timur, Indonesia

- Managing the maintenance of websites under PT Solusi Digital Branding
- Pitching clients for digital marketing product-related engagements
- Conducting competitor research and formulating head-to-head strategies
- Conducting keyword research for website growth
- Monitoring organic and paid traffic
- Analyzing website traffic data using Google Analytics and Google Search Console (GSC)

**Digital Advertising**

Januari 2023 - April 2023 (4 bulan)

Kota Malang, Jawa Timur, Indonesia

- Developing an efficient advertising strategy
- Executing advertisements for products with the goal of raising awareness
- Reporting and evaluating the results of the implemented advertising.

**Website Developer**

Juli 2022 - Desember 2022 (6 bulan)

Kota Malang, Jawa Timur, Indonesia

- Managing the maintenance of websites under PT Solusi Digital Branding
- Creating copywriting for internal and external websites of PT Solusi Digital Branding
- Installing effective and efficient plugins for website speed.

Achievement:

- Developing 5+ websites for clients of PT Solusi Digital Branding

### **SEO Specialist**

Desember 2021 - Juni 2022 (7 bulan)

Kota Malang, Jawa Timur, Indonesia

- Conducting competitor research on Google search engine
- Conducting research on relevant keywords for website growth
- Creating a taxonomy for planning SEO content
- Generating content to increase website traffic
- On-page SEO optimization
- Off-page SEO optimization
- Assisting with optimization to reach page 1 for keywords related to Wikipedia visibility
- Analyzing website traffic data using Google Analytics and Google Search Console (GSC)

### Achievement:

- Reducing bounce rate from 80% to 70%

wiaamrifqi.com

Owner

Desember 2021 - April 2024 (2 tahun 5 bulan)

Kota Malang, Jawa Timur, Indonesia

- Creating a premium-themed website following SEO guidelines
- Conducting competitor research in the herbal keyword competition
- Conducting keyword research for website traffic growth
- Generating 180+ SEO content for the website
- Optimizing keyword rankings from page 5 to page 1 for herbal-related keywords
- Performing on-page SEO optimization
- Performing off-page SEO optimization
- Analyzing website traffic data using Google Analytics and Google Search Console (GSC)

Kemasay Indonesia

Search Engine Optimization Specialist

Juni 2023 - Juli 2023 (2 bulan)

Kota Malang, Jawa Timur, Indonesia

- Optimized SEO on page official website kemasay.com
- Created and publicized SEO content article in English and Indonesian.
- Research keyword to optimized content

# Pendidikan

Universitas Brawijaya  
Bisnis Digital & E - commerce