

WIJI NURHAYAT

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Summary

I am Wiji Nurhayat, highly motivated with more than 9 years' experience in journalism, content marketing, and public relations. Currently Chief Editor at Limapagi Network. Result-oriented professional with a talent for tracking trends. Expert in news and issue developer by conducting analyses. Recognized for developing and implementing projects and programs. And lastly, really like local news and economic & business news, especially investment, the real & macro sector, infrastructure, and transportation.

EXPERIENCES

[MARCH 2021] – [NOW]

[CHIEF EDITOR], [Limapagi Network]

Daily Task: Manage daily tasks with 50 employees (Team Leader), news & issue developer writing & editing article, media monitoring (traffic measurement with Google Analytics), keyword research, content strategist.

[NOV 2020] – [FEB 2021]

[CONTENT & PUBLIC RELATIONS MANAGER], [Indodax]

Daily Task: manage daily tasks with 10 employees (social media, public relations, marketing communications), create press releases, CSR program, manage all company websites, social media & newsletter, media monitoring & handling all media channels (online & printed), government relations.

[JAN 2020] – [OCT 2020]

[CONTENT MARKETING LEAD], [Mekari]

Daily Task: Manage daily tasks with 4 employees content team (Talenta, Jurnal, KlikPajak), create press releases, manage all company websites & newsletter (traffic measurement with Google Analytics), keyword research, media monitoring, government relations.

[NOV 2016] – [DEC 2019]

[BUSINESS & ECONOMIC EDITOR], [Kumparan]

Daily Task: Manage daily tasks with 4 reporters, news & issue developer, writing & editing articles, media monitoring (traffic measurement with Google Analytics), keyword research, content strategist, interviews with businessman & government.

[JUN 2016] – [OCT 2016]

[CONTENT STRATEGIST LEAD], [Indotrading]

Daily Task: Manage daily tasks with 2 employees content team, create press releases, manage all company website & newsletter (traffic measurement with Google Analytics), keyword research, media monitoring.

[JUN 2015] – [JUN 2016]

[MEDIA RELATIONS], [PT KAI (Persero)]

Daily Task: handle all activity for social media, public relations, marketing communications, create press releases, CSR program, manage all company websites, social media & newsletter, media monitoring & handling all media channel (online & printed), government relations.

[JUN 2012] – [JUN 2015]

[BUSINESS & ECONOMIC JOURNALIST], [Detikcom]

Daily Task: news & issue developer, writing & editing article, content strategist, interviews with businessman & government.

[JUN 2011] – [JAN 2012]

[HISTORY TEACHER], [Labschool Kebayoran]

Daily Task: history teacher, create lesson curriculum, prepare study materials.

EDUCATION

[2007-2011]

[BACHELOR OF HISTORY], [Jakarta State University]

[Grade A with GPA 3,7]

KEY SKILLS

- News & issue developer
- Business & economic editor
- Writer
- Editor
- Content marketing
- Public relations
- Government relations
- Media relations
- Google Analytics
- SEO basic

ADDITIONAL ACTIVITIES

- Become Satgas Sikat Sindikat Team (Badan Perlindungan Pekerja Migran Indonesia/BP2MI)
- Writer and editor at www.informasikereta.com (my private website)
- Member of the Indonesian Railway History Community (KSPI)

Certification

- Certificate of Wartawan Utama, Dewan Pers / 2018
- Certificate of Akta IV (professional teacher), Jakarta State University / 2012

Goals

- Website page views almost 1 million per month from 200.000-300.000 per month (Limapagi Network)
- Interview with Minister of Trade Gita Wirjawan (2014/detik.com)
- Interview with Minister of Manpower & Transmigration Muhaimin Iskandar (2014/detik.com)
- Interview with Minister of Transportation Budi Karya Sumadi (2018/Kumparan)
- Interview with Minister of Marine and Fisheries Susi Pudjiastuti (2018/Kumparan)
- Develop & revamp website Talenta, Jurnal, & Klikpajak
- Develop & revamp website indotrading.com

Portfolio

- <https://kumparan.com/wiji-nurhayat>
- <https://indodax.academy/>
- <https://kumparan.com/wiji-nurhayat>
- <https://www.limapagi.id/>
- <https://www.talenta.co/blog/>
- <https://klikpajak.id/blog/>
- <https://www.jurnal.id/id/blog/>
- <https://www.informasikereta.com/>