

## Iswahyudi

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## Professional Profile

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An experienced online marketing with 1+ years and 2+ years loving in SEO. Qualified SEO professional with experience in developing SEO campaigns, analytics, SE rankings monitoring, keyword research, site auditing, and link building. I have a passion for optimising websites to achieve business goals and a talent for improving organic SE rankings with my creative approach and thorough research and analysis. I have worked in the most challenging landscapes including: finance, education, job, forex, furniture, toys, dentist, florist, game and digital printing.

## Education

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### Diploma Informatic Management

STMIK Raharja, Tangerang  
Completed: 2015

## Employment History

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**June 2016 – Present:**

**Slipi, Jakarta**

**SEO Executive, CekAja**

### Responsibilities:

- Develop SEO strategies, and implement and monitor campaigns
- Define requirements, tasks, and resources associated to SEO strategy
- Manage and execute implementation of SEO strategy
- On page - Structure page and special page for SEO
- Off page - strategy how to growth in off page
- Improve a company's organic search results
- Ensure websites are filled with optimal keywords
- Do SEO performance weekly and monthly reports

### Achievements:

- Enhance of organic traffic 30% from finance and volume keywords
- Build and manage relationships with more than 200+ media site in Indonesia

**January 2015 – Desember 2015:**

**Slipi, Jakarta**

**Project Assistant SEO, DominasiSerp.com**

### Responsibilities:

- Improve SERP of website for all clients through Off-site SEO
- Build and manage relationship with blogger, online community and news site
- Manage and monitor any possibilities of negative SEO
- Monitor and analyze SERP regularly

### Achievements:

- Help to create, develop and execute blog assets from many major blog engine
- Rank more than 100+ keywords for clients in several niche like education, jobs, etc.

**April 2015 – March 2016:**  
**SEO Specialist, CekAja.com**

**Slipi, Jakarta**

**Responsibilities:**

- Assisted in the development of short term SEO strategies and managed execution
- Assisted in providing analytics and performance reporting to SEO manager
- Performed competitor research
- Helped define best practice SEO procedures
- Managed relationships and projects for a number of key partnership

**Achievements:**

- Rank in top 3 google competitive keywords finance
- Build and manage relationship with 500+ blog partner

**June 2015 – July 2016:**  
**SEO Link Building, Fibo Group**

**London, UK**

**Responsibilities:**

- Work with the SEO Manager to research blogger and influencer
- Perform and track outreach blogger through social, email and telephone
- Report to SEO Manager with successes, progress and opportunities

**Achievements:**

- Create more than 200 backlink related niche business as tier 1 with high authority, diverification of IP C Class, CMS and footprint.
- Increase web authority and alexa rank

**March 2015 – April 2016:**  
**SEO Consultant, Tricipta Media Perkasa Group**

**Serpong, Tangerang**

**Responsibilities:**

- Develop targeted landing pages for SEO
- Build, modify, and a/b test web pages
- Work with programmer and project management to scope/estimate SEO engagements

**Achievements:**

- Increase 40% traffic from SE in 6 month
- Promoted the integration of organic traffic for all website companies

**January 2015 – April 2015:**  
**Online Marketing Executive, Uptopromo**

**Thailand**

**Responsibilities:**

- Writing informative for external blog postings and press release
- Sourcing advertising opportunities and placing adverts to influencer or blogger
- Managing campaign budgets
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Maintain partnerships with Bloggers, online community and media

**Achievements:**

- Build and manage relationship with influencer and blogger for press release purpose
- Provide content for placement and press release

**July 2014 – April 2015:**  
**SEO Specialist, Triipta Media Perkasa**

**Karawaci, Tangerang**

**Responsibilities:**

- Optimize company website to reach top 10 on Google for various keywords
- High quality backlinks carefully for off page optimization
- Optimize On page site factors
- Optimize internal linking structure to reach various keywords
- Supervise SEO Performance through Google Webmaster Tools and Google Analytic

**Achievements:**

- Top 1 keywords for all furniture office keywords
- Built a team for content creation and social media marketing strategies

**March 2014 – July 2014:**  
**Content Writer, Triipta Media Perkasa**

**Karawaci, Tangerang**

**Responsibilities:**

- Function as moderator and administrator for onsite blogs
- Develop content to demonstrate organization's impact on social media
- Create and post timely content on organization's website.
- Gain understanding of in-house content creation

**Achievements:**

- Received 1 million hits in five weeks
- Developed and executed social media campaigns per week

**January 2013 – February 2014:**  
**Internet Marketing, Freelance**

**Tangerang**

**Responsibilities:**

- Performed competitor research
- Assisted in the development of search strategies and optimisation campaigns
- Managed relationships and projects for a number of key clients

**Achievements:**

- Write, scheduled and posting blog regularly
- Manage semi auto link building with SEO software

## **Technical Skills**

**Languages:** HTML, CSS, Php 5.0 (WordPress, Joomla), MySql, MsSql

**Tools:** Microsoft Office, Ahrefs, Moz, SEO Software

## **Referees**

**Dudung Arif Rahmanto**

SEO

Rarali