



Joe Handaya

Currently working at PT. Hijup

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Experience

May 2016 - Present
(4 months)

SEO Specialist

PT. Hijup | Jakarta Raya, Indonesia

Industry	E-Commerce
Specialization	Muslim Fashion
Position Level	Supervisor / Coordinator

<https://www.hijup.com>

Responsibilities:

- Create advanced SEO strategies and implementation
- Improve company's organic search results
- Implement Off-page SEO content strategies
- Develop and implement link building strategy
- Provide advanced On-page SEO analysis
- Implement On-page SEO strategies
- Review and analyze sites for areas that need to improved, deleted, or revised
- Optimize copy and landing pages for search engine optimization
- Identify the least expensive but most powerful and profitable keywords for sites
- SEO analyst and keyword researcher
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyzing competitor
- Work with Content Team to drive SEO in content creation and content programming
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for targeted keywords.
- Evaluate product offering, traffic, landing page quality, content, design, security, payment & shipping options, demographics of prospective customers when determining keywords and campaigns

Jun 2013 - Present
(3 years 3 months)

Author & Social Media Strategist (Personal Project)

Kabar Games | Jakarta Raya, Indonesia

Industry	News Portal
Specialization	Gaming News Portal
Position Level	Supervisor / Coordinator

Responsibilities:

- Enhance blogging and write engaging content for targeted audiences
- Write creative articles for websites, blog and other social media
- Maintain and create new content ideas on a regular basis
- Write, re-write and produce web content

- Manage social media accounts and content such as Facebook, Twitter, YouTube, Blog
- Planning and making creative content for social media (Facebook, Twitter, YouTube, Blog)

- Websites: <https://www.KabarGames.id>
- Fan Page: <https://www.facebook.com/kabargames>
- Twitter: <https://www.twitter.com/KabarGames>
- LinkedIn: <https://www.linkedin.com/company/kabargames>
- YouTube: <https://www.youtube.com/c/KabarGamesIndonesia>
- Google+: <https://plus.google.com/+KabarGamesIndonesia>
- Tumblr: <http://kabargames.tumblr.com>

Jan 2016 - Apr 2016
(4 months)

SEO Specialist

PT. Konsula Amarta Nusantara | Jakarta Raya, Indonesia

Industry	Doctors Directory
Specialization	Health Care Organization
Position Level	Supervisor / Coordinator

<https://www.konsula.com>

Responsibilities:

- SEO analyst and keyword researcher
- Perform ongoing keyword discovery, expansion and optimization
- Optimize copy and landing pages for search engine optimization
- Research and implement search engine optimization recommendations
- Research and analyzing competitor
- Develop and implement link building strategy
- Work with Content Manager to drive SEO in content creation and content programming
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for targeted keywords.

Nov 2015 - Feb 2016
(4 months)

SEO Engineer

GL PTE.LTD | Singapore, Singapore

Industry	News Portal
Specialization	Web Media Company
Position Level	Supervisor / Coordinator

<https://hello-pet.com>

Responsibilities:

- SEO analyst and keyword researcher
- Perform ongoing keyword discovery, expansion and optimization
- Research and analyzing competitor
- Develop and implement link building strategy
- Responsible for planning, editing and publishing articles on websites.
- Work with editorial and content writers to drive SEO in content creation and content programming
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for targeted keywords.

May 2015 - Oct 2015
(6 months)

SEO Staff

PT. Uptopromo Solusi Indonesia | Jakarta Raya, Indonesia

Industry	International SEO Company
Specialization	Search Engine Optimization (SEO) Services
Position Level	Staff (non-management & non-supervisor)

<http://uptopromo.com/id>

Handling technical query from clients; collect data and problem log; provide SEO analysis to customer; escalate unresolved problem to relevant department;

Responsibilities:

- Perform keywords research
- Website analytics
- Social media administrator
- SEO analysis
- Provide recommendation and execute strategies for content development
- Administer search engine programs
- Help to create and support marketing content
- Implement link building campaign
- Assist in development and execution of content strategist via social communities
- Keep pace with digital industry trends and development
- Monitor and administer web analytics dashboard
- Monitor and evaluate search result and search performance

Mar 2015 - Oct 2015
(8 months)

SEO Consultant (Personal Client)
PT. Bisa Beres Semua | Banten, Indonesia

Industry	Law / Legal
Specialization	Law/Legal Services
Position Level	Staff (non-management & non-supervisor)

<http://www.bisaberes.com>

Creating a new website based on client request, solving code problems and updating the website.

Responsibilities:

- Perform keyword research
- Implement On-page SEO strategies
- Provide On-page SEO analysis
- Provide recommendation and execute strategies for content development
- Administer search engine programs
- Help to create and support marketing content
- Implement link building campaign
- Assist in development and execution of content strategist via social communities
- Keep pace with digital industry trends and development
- Monitor and administer web analytics dashboard
- Monitor and evaluate search result and search performance

Oct 2013 - May 2015
(1 year 8 months)

Customer Service Representative (CSR)
PT. Repex Perdana International (RPX) | Jakarta Raya, Indonesia

Industry	Call Center / IT-Enabled Services / BPO
Specialization	Customer Service
Role	Call Centre Executive
Position Level	Staff (non-management & non-supervisor)

<http://rpx.co.id/id>

Handling Incoming requests and complaints from customers; handling pick up query for international and domestic; escalate unresolved problem to relevant department; and collect

data & problem log.

Responsibilities:

- Answer calls professionally
- Respond to customer inquiries
- Handle and resolve customer complaints
- Provide customers with product and service information
- Process orders, forms and applications
- Identify and escalate priority issues
- Route calls to appropriate resource
- Follow up customer calls where necessary
- Complete call logs
- Produce call reports

Aug 2012 - Jun 2013
(11 months)

Call Center Officer

PT. Karya Megah Adi Jaya (Aora Tv Cabel) | Jakarta Raya, Indonesia

Industry	Call Center / IT-Enabled Services / BPO
Specialization	Customer Service
Role	Call Centre Executive
Position Level	Staff (non-management & non-supervisor)

Handling incoming requests and complaints from customers; first level troubleshooting Network problems; escalate unresolved problem to relevant department; and collect data & problem log.

Responsibilities:

- Answer calls professionally
- Respond to customer inquiries
- Handle and resolve customer complaints
- Provide customers with product and service information
- Process orders, forms and applications
- Identify and escalate priority issues
- Route calls to appropriate resource
- Follow up customer calls where necessary
- Complete call logs
- Produce call reports

Mar 2009 - Mar 2011
(2 years 1 month)

Customer Service Staff

PT. Snapindo | Jakarta Raya, Indonesia

Industry	Printing
Specialization	Customer Service
Role	Customer Service - General
Position Level	Staff (non-management & non-supervisor)

* Take the lead role in selling products/services along with managing distribution partners' activity within an assigned geographical region.

* Responsibility for the sales process from initial point of contact (lead generation), presentations, proposals, through contract negotiations and execution. Meet/exceed minimum quarterly and annual sales objectives.

Skills

Advanced

SEO, Web Analytics, Web Development, Keywords Research, Link Building, Content Development

Intermediate

Social Media, Online Advertising, Digital Marketing

Basic

SEM

Additional Info

Preferred Work Location Jakarta Raya, Jawa Barat, Yogyakarta

PERSONAL STRENGTHS:

- * English communication skills with high standard of ability
- * Excellent skills in communication and collaboration
- * Dynamic team player
- * Sense of responsibility
- * Highly inquisitive
- * Creative and resourceful
- * Problem Solvers

PERSONAL QUALIFICATION

- * Highly motivated, hard worker, honest and trustable.
- * Able to work as a team and individuals, also a fast learners type of person.
- * Computer skills : Window offices and Multimedia etc.
- * Daily working with internet.
- * Communicate and write with a good English skills.

About Me

Gender	Male
Address	Jl. Cempaka V Rt 001/03 No. 18 Rengas, East Ciputat, South Tangerang, Banten, Indonesia 15412
Nationality	Indonesian