



## Yohanes Kus Handaya

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Skype: Zoid\_16

## Experience

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May 2016 - Present  
(2 months)

### SEO Specialist

PT. Hijup | Jakarta, Indonesia

Industry	E-Commerce
Specialization	Fashion
Role	Specialist
Position Level	Supervisor/Coordinator
Monthly Salary	IDR 8,000,000

<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

Jan 2016 - Apr 2016  
(4 months)

### SEO Specialist

PT. Konsula Amarta Nusantara | Jakarta, Indonesia

Industry	Directory
Specialization	Health Care
Role	Specialist
Position Level	Supervisor/Coordinator
Monthly Salary	IDR 7,000,000

<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 (Working Remotely)**  
GL PTE.LTD | Singapore

Industry	Web Media
Specialization	News Portal
Role	Technical Specialist
Position Level	Supervisor/Coordinator
Monthly Salary	IDR 6,000,000

<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, Indonesia

Industry	SEO Agency
Specialization	SEO Services
Role	Customer Support
Position Level	Staff (non-management & non-supervisor)
Monthly Salary	IDR 4,500,000

<http://uptopromo.co.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 performances

Mar 2015 - Oct 2015  
(8 months)

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

Industry	Law/Legal
Specialization	Law/Legal Services
Role	Consultant & Web Programmer
Position Level	Freelancer

<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 performances

Oct 2013 - May 2015  
(1 year 8 months)

## **Customer Service Representative** PT. Repex Perdana International (RPX) | Jakarta, Indonesia

Industry	Logistic Company
Specialization	Logistic & Packing
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  
(10 months)

### Call Center Officer

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

Industry	Tv Cabel
Specialization	Tv Cabel
Role	Call Centre Officer
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)

### Customer Service Staff

PT. Snapindo Warlab Sukses (Snapy) | Jakarta, Indonesia

Industry	Digital Printing
Specialization	Printing & Design
Role	Customer Service
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.

\* Responsible 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.

## Education

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2012

### Indraprasta University

Bachelor's Degree in Linguistics/Languages | Jakarta, Indonesia

Major	English Department
Grade	Quit on 7 <sup>th</sup> Semester

2004

### SMU N 87

SMU in Linguistics/Languages | Indonesia

Major  
CGPA

Mathematics  
3.0 / 4.0

## Skills

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Advanced	SEO, Web Analytics, Web Development, Keywords Research, Link Building, Content Development
Intermediate	Social Media, Online Advertising, Digital Marketing
Basic	SEM

## Additional Info

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Expected Salary	IDR 10,000,000 – 12,000,000
Preferred Work Location	Jakarta, Yogyakarta, Bali

Other Information

### 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

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Gender	Male
Social Media	FB: Zoid Has Gone Twitter: @Zoid_16 Instagram: @Zoid_16
Address	Jalan Cempaka V Rt 01/003 No. 18 Rengas, Ciputat Timur, Tangerang Selatan, Banten, Indonesia 15412
Nationality	Indonesian