# TRI HARYADI

SEO Rockstar | Growth Hacker | Blogger | Search Engine Buddy

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#### About me

8+ years in digital industries, a very passionate person, a startup geek, an e-commerce growth hack specialist using Search Engine Optimization. Good in initiati

ves, proficient market researcher, skill full on-site/off-site web optimization, link building specialist, an organic growth hacker innovator with 1000 ways to give powerful brand exposure in internet

# Professional Experience

# Sr. SEO Specialist

# Bukalapak, October 2015 - Present (11 months)

Overall web analysis, onsite & offsite, keyword research, plan, execute, measure monitor and report on S projects performance and recommend the next steps. Create an innovative opportunity for the web grow and convertion. Perform accurate web optimization to increase search engine findability. Creating SED breakthrough to leverage the traffic and convertions

#### SEO Specialist

# DuitPintar.com, April 2014 - September 2015 (1 year 6 months)

Keyword research, onsite & offsite, link building, SED performance report metrics

#### SEO Manager

#### InboundID, October 2013 - March 2014 (6 months)

Prepare detailed strategy report analysist, identify the least expensive but most powerful and profitable keywords for client sites. Implement the best practice SEO onsite technique & improve a website organic traffic through offpage optimisation. Evaluate keyword ranking, traffic, landing page quality, content and campaigns succesfulness. Create monthly SEO metrics report and insight

#### **Project**

#### Sleekr

Rank several keywords related to Human Resources in Google

# Samsung Indonesia

UHD TV, Mobile Phone, Handphone, 3D Smart TV, Tablet, Smart TV, Plasma TV, Smartphone, LED TV, Handph and HP Android

# Pegipegi

Citilink, Lion Air, Garuda Indonesia, Air Asia, Air Asia (typo), Hotel Bandung, Hotel Di Yogyakarta, Hotel Murah Di Jakarta

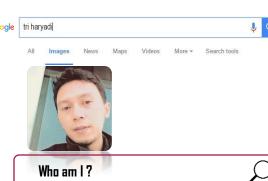
#### Kenko Panasonic

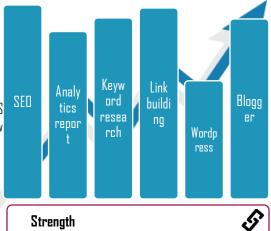
Placing several keywords related to the Scales in Google Indonesia

Placing several e-commerce keyword in 1st of Google Indonesia

### Rent Jennete

Placing keyword rental mobil, rental mobil Jakarta, sewa mobil, sewa mobil Jakarta





Strength

100 % performance in less of 6 months in Bukalapak

Won several SEO Contest

Twice developed startup company from zero to hero

Most proud of



Management Informatics LP3i - 2006

Academy



Honest, hardwork, team player, great leader, creative, commitment, innovative, encourage,

Personality