



Tiara Monica

Financial Accountant | Link Builder | IT Business Analyst |

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Personal Details:
• **Place of Birth:** Surabaya
• **Nationality:** Indonesian
• **Civil Status:** Single

A growth-focused and highly analytical professional with solid performance in leading comprehensive off-page SEO strategies to ensure consistent business growth and long-term financial strength for organizations

Qualifications Summary

- A solid history of conducting and monitoring SEO off-page campaigns to ensure outreach content and article placement run effectively.
- Articulate communicator with key customers and colleagues with exceptional problem-solving and analytical skills; adept at leading, mentoring, and motivating staff to achieve company business objectives.
- Proficient in General ledger, Data entry, Microsoft Office, Windows, server maintenance, ASANA, Google Sheets, Ahrefs, SEMRush, and Moz

Career Experience

Link Builder | SEMJar.com

May 2020 – Aug 2023

- Organize and complete regular analyses on leads and negotiation for link placement in various niches and geolocation; igaming, forex, eCommerce, and travel. Oversee essential SEO anchor text by applying the best practices and combining data into a data-driven SEO strategy. Evaluate SEO metrics and lead quality (Ahrefs, Moz, and SEMRush). Build new and establish existing relationships with publishers, and also maintain good communication with clients to accommodate their queries. Working with various team members to understand their requirements and implement solutions accordingly.

Key Achievements/Contributions:

- Built and strengthened strong relationships with over 800 publishers (web admins and brokers) to meet clients' requirements.
- Firmly secured over 50 high-quality links per month and maintained low cost per link monthly without jeopardizing link velocity as a link builder.
- Maintained accurate and thorough vendor and clients records
- Prepared various reports as requested by management and analyzed data for errors
- Automated and built a smooth management process through CSV, Google Sheets, and ASANA integration.

Link Builder Intern | SEMJar.com

March 2020 - May 2020

- Organize and complete regular analyses on leads and negotiation for link placement in various niches and geolocation; igaming, forex, eCommerce, travel, and health. Build new and establish existing relationships with publishers. Working with various team members to understand their requirements and implement solutions accordingly.

Key Achievements/Contributions:

- Built and strengthened strong relationships with over 300 publishers (web admins and brokers) to meet clients' requirements.
- Firmly secured over 30 high-quality links per month and maintained low cost per link monthly without jeopardizing link velocity as a link builder.

Assistant Finance Manager | Surindo Teguh Gemilang, PT, Surabaya, East Java, Indonesia

Jan 2019 – June 2023

Generate invoices, prepare budget drafts, issue purchase orders, and conduct accurate calculations for COGM (Cost of Goods Manufactured) and COGS (Cost of Goods Sold). Deliver timely and accurate financial information to stakeholders aimed at facilitating informed financial planning and resource allocation.

Key Achievements/Contributions:

- Provided insightful direction and guided a team of six members in managing administrative and financial tasks.
- Identified discrepancy in one of annual tax reports and proposed mutually beneficial solutions for company and tax authority.
- Assisted finance manager in transforming company's financial state from disorganized state lacking documentation to concise and systematic workflow.

Cost & Stock Controller Spv | Surindo Teguh Gemilang, PT, Surabaya, East Java, Indonesia

Jan 2015 – Jan 2019

Administered plant's operational budget by tracking cash flow and financial indicators. Conducted calculations of raw material stock and led management of purchasing documents to align daily operations with the company's objectives. Compiled and analyzed account information to prepare accurate entries for asset, liability, and capital accounts in adherence to local tax regulations.

Key Achievements/Contributions:

- Spearheaded comprehensive yearly material stock audit across five manufacturing plants, exhibiting robust leadership skills and effectively managing a dynamic team of 60 professionals.
- Directed annual inventory audit and generated insightful reports using General Ledger software.

Accounting Staff | Surindo Teguh Gemilang, PT | Surabaya, East Java, Indonesia

April 2012 – Jan 2015

Generated financial reports, focusing on production material stocks and pricing by leveraging factory-specific and sales data. Collected expansive datasets single-handedly that typically performed by a team of 2-3 individuals.

Additional Experience

Sales and Marketing Staff (Freelance Remote) | Karya Usaha Teknik, UD, Denpasar, Bali, Indonesia

2020 – 2023

- Played pivotal role in facilitating closure of major project at several 5 Stars Hotels in Bali, valued at \$30K in 2019 just before onset of COVID-19 pandemic.
- Pitched compelling business proposals to 50 medium-luxurious hotels per month, securing 20-30% successful acquisitions, and yielding average project revenue between \$15K-\$20K

Education

Bachelor's Degree in Computer Science 2005-2009

GPA 3.37 out of 4

University of Surabaya , Indonesia

– Member of Student Executive Board

Languages

Bahasa: Native Speaker

English: Fluent

Dutch: Conversational