

# FAUZAN HANIF

## CONTENT WRITER | SEO SPECIALIST

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### EDUCATION

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#### Bachelors in French

Aug 2015 - Jan 2020

Gadjah Mada University | GPA: 3.44

### WORK EXPERIENCE

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#### ESTABLISHED JAKARTA

##### *SEO Specialist*

June 2022 - present

- Performing keyword research, including discovery and expansion of keyword opportunities
- Researching and developing content recommendations based on content marketing strategies
- Constantly checking and analyzing search terms, rankings, and analytics to monitor website performance
- Engaging with other businesses and bloggers over link-building opportunities, to bring in paid commissions for driving customers to the website
- Making technical recommendations for developers to improve the overall website performance
- Monitoring the algorithms set by the search engines to keep up to date with changes.
- Conducting website audits by analyzing on-page, off-page, and technical factors of the website

##### *Senior Content & Social Media Specialist*

April 2022 - June 2022

##### *Junior Content & Social Media Specialist*

April 2021 - March 2022

- Researching topics, editing, and writing 4 articles/month of 900-1500 words in banking & API technology for the BRI API project; increased monthly organic traffic by 20% and organic keywords by 30% in 1 year.
- Managing, conducting in-depth interviews, and writing 4 articles/month of 900-1500 words in digital banking technology for the BRITECH project: developed 985 organic keywords and obtained a 0.68% bounce rate, indicating that my contents are informative and relevant.
- Sriboga Raturaya project: managing, editing, and creating social media content and copywriting; increased total followers on Instagram and LinkedIn by 45% in 6 months.
- Researching, strategizing, and crafting UX microcopy for websites and content management systems (CMS) for Gemma Natura Lestari, IKOPIN University, and Bank Raya projects.
- Wrote over 60 articles/blogs for the company's websites & various clients.
- Awarded The Most Improved Employee 2021.

# INSPIGO

## *Podcast Scriptwriter (Freelance)*

June 2022 - present

- Writing, rewriting, and editing scripts for the "Inspigo Case Study" podcast series
- Developing characters and plots, including creating an outline for each script
- Reviewing and revising existing scripts as needed to ensure they are consistent with the client's standards or requirements
- Creating and maintaining documentation of all drafts, changes, and revisions to scripts throughout the writing process

## ARTRADUCTION

### *Social Media Lead*

December 2020 - August 2021

- Leading the digital marketing initiative by establishing the very first Instagram account for the company; acquired 600+ organic followers in 6 months.
- Conducting surveys and analyzing data from 20+ existing customers to get testimonials and executable insights for crafting content.
- Collaborated with 3+ Instagram influencers and created collaboration posts; acquired 50+ new followers during the campaign.

## ACTIVITIES

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### *Project Child Indonesia (Course Facilitator Volunteer)*

February - May 2019

- Became a volunteering facilitator for the Internet Literacy Program for elementary school students
- Planning, arranging, and preparing syllabus and learning materials courses by collaborating with other facilitators
- Designing the most suitable learning media for the children by diving deeper into facts and data to present them at our best.
- Executing the well-prepared materials by teaching the children twice a week in a fun and interactive manner

## ADDITIONAL INFORMATION

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**Technical Skills:** Advanced in SEO writing, content writing, copywriting, creative writing, scriptwriting, interviewing, UX writing, and social media management. Proficient in keyword research, content recommendation, link building strategy, and website audit.

**Mastered Tools:** MS Office, Google Docs, Google Sheet, Google Trends, Grammarly, Hemingway Editor, Iconosquare, Phlanx, Ahrefs, Semrush, Google Analytics, Google Search Console.

**Languages:** English and French (full professional proficiency), Indonesian (native)

**Certification & Training:** Certified DELF French (level B2), Certified EF English (level C2)