

FAJAR FEBRIANSYAH

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Computer Science graduate with a strong leadership acumen, consistently entrusted with decision-making responsibilities. A dedicated and seasoned SEO Content Writer with over 6 years of experience.

Work Experiences

FinPR - Singapore

Dec 2022 - Present

Copywriter

- Crafted impactful UX writing for client websites, enhancing user experiences and brand engagement.
- Produced a blog post focusing on finance and proprietary trading, implementing SEO strategies and adhering to writing guidelines, resulting in improved search engine rankings and website traffic.
- Performed organic keyword research utilizing Semrush, identifying valuable search terms to enhance content visibility and search engine rankings.
- Developed engaging YouTube video scripts that captivated audiences and encouraged user interaction.
- Conducted On-Page SEO optimizations for multiple client websites, elevating their online visibility and search engine performance.
- Formulated weekly social media content plans and created compelling copy for captions, increasing audience engagement and follower growth.
- Designed weekly social media content using Canva, maintaining a consistent and visually appealing online presence.
- Managed social media accounts for projects across platforms, including Instagram, Twitter, LinkedIn, and YouTube, fostering brand recognition and audience interaction.
- Proficiently utilized task management tools such as Asana, Monday, and Slack to streamline workflows and ensure efficient project coordination.

FlowerAdvisor - Jakarta, Indonesia

Oct 2022 - Mar 2023

SEO Content Writer

- Composed SEO-optimized articles for product pages, aligning with SEO strategies and writing guidelines to enhance online visibility and user engagement.
- Composed comprehensive pillar articles, averaging around 2,000 words each, employing SEO best practices for optimal search engine performance and audience reach.
- Utilized WordPress CMS to optimize and manage blog posts, ensuring seamless content publication and enhancing website functionality.

EXPLOID - Bogor, Indonesia

Jan 2021 - Oct 2022

Freelance Web Content Writer

- Composed gaming and tech-related news articles, implementing SEO strategies and adhering to writing guidelines to maximize online visibility and reader engagement.
- Published over 50 articles efficiently using the WordPress CMS, maintaining a consistent and well-organized online content presence.
- Provided translation services for game and technology press releases, facilitating communication across language barriers and expanding the reach of industry news and updates.

PT Mega Central Finance - Jakarta, Indonesia

Oct 2021 - Jan 2022

Frontend Web Developer Intern

- Devised Functional and appealing web applications-based usability.
- Maintained and enhanced company site.
- Developed Cascading Style Sheets (CSS) that are consistent across all browsers and platforms.
- Inspected and debug applications.

Visualspheres Studio - Jakarta, Indonesia

Feb 2021 - Jul 2021

SEO Specialist

- Performed organic keyword research utilizing Ubersuggest, identifying valuable search terms to enhance content visibility and search engine rankings.
- Optimized existing content to improve SERP (Search Engine Results Page) rankings, ensuring that older materials remained relevant and effective.
- Conducted comprehensive competitor SEO analysis, assessing on-page performance to gain insights and maintain a competitive edge in the digital landscape.
- Regularly audited the site's monthly performance, evaluating various metrics to track progress and make data-driven improvements.

Education Level

Universitas Bina Nusantara - Bandung, Indonesia

Dec 2018 - Dec 2022

Bachelor Degree in Computer Science, 3.48/4.00

- Course Completed: Algorithm and Programming, Application and Design of Virtual and Augmented Reality, User Experiences, Probability and Statistics, Research Methodology, Entrepreneurship, Database System, Human and Computer Interaction, Agile Software Development, Artificial Intelligence, Market Research Methodologies, etc.

Organisational Experience

HIMTI Universitas Bina Nusantara - Bandung, Indonesia

Jan 2019 - Dec 2019

Internal Division Staff

- Orchestrated internal activities within the organization through successful recruitment drives.
- Spearheaded the coordination of the EXPO First Year Program for Informatics Students, resulting in the addition of 144 new members.
- Assumed the role of Documentation Team Coordinator for the IGDx 2019 event hosted at Binus Bandung.