

MUHAMMAD RIZQI AKBAR

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SUMMARY

A digital marketer specializing in copywriting, SEO, and content strategy. Skilled in developing and executing marketing strategies that enhance brand visibility and engagement. With strong analytical skills, I excel in monitoring performance metrics, identifying trends, and providing actionable recommendations to improve marketing effectiveness.

SKILLS

- Digital Marketing (SEO, SEM, Social Media Management)
- Copywriting & Content Writing for impactful campaigns
- Proficient in analytical thinking and problem-solving, with the ability to translate data into actionable insights.
- Creative mindset with a focus on crafting innovative strategies and compelling narratives.
- Highly organized and adaptable, capable of managing multiple projects in dynamic environments.

EDUCATION

Universitas Gadjah Mada

Philosophy Undergraduate Student - GPA 3.6/4.0

- Participants of the 34th National Student Scientific Week (PIMNAS) 2021.
- Received an excellent score in the "Social Entrepreneurship" class organized by Fisipol UGM and Paragon Technology and Innovation.
- Student Ambassador #IDN Squad (2020): promoting IDN App features & campaigns.

WORK EXPERIENCE

DNVB Indonesia | Yogyakarta

Copywriter | Full Time | April 2025–present

- Produced high-performing content, with one campaign post generating **16,000+ likes and 100 comments in less than a week**, significantly boosting audience engagement.
- Wrote copy for Instagram endorsement content, including carousels and IG Stories, tailored for various brands across industries.
- Collaborated and presented campaign ideas to clients to ensure alignment with their unique selling points (USPs) and desired calls-to-action (CTAs).

Center for Digital Society (CfDS) UGM | Yogyakarta

Research Assistant - Web Administrator | Part Time | Februari 2025–present

- Assisted in managing and maintaining the digitalsociety.id website, ensuring optimal functionality and user experience.
- Conducted periodic site speed and security audits, identifying and resolving issues to enhance performance and safety.

Search Agency | Jakarta (Remote)

SEO Specialist | Freelance | February 2025–April 2025

- Conducted in-depth research and implemented technical & content optimization strategies to enhance website performance.
- Managed multiple SEO campaigns across diverse industries, including e-commerce, automotive, hospitality, and FMCG brands.

Nutapos | Yogyakarta

SEO Specialist | Freelance | October 2024–January 2025

- Executed SEO tasks, including keyword research, content optimization, and technical audits, leading to improved website performance.
- Managed website migration (Wix to WordPress), ensuring minimal downtime and improved load speed.
- Analyzed site analytics to identify growth opportunities, increasing organic traffic by 30%.

Detikcom | Yogyakarta

SEO Writer | Full Time | November 2023–October 2024

- Achieved 2 million website visitors per month ($\pm 30\%$ increase from the previous months).
- Conduct keyword research to determine relevant content topics with high potential to appear in search results.

Flip | Jakarta (Remote)

SEO | Internship | July 2023–December 2023

- Perform keyword research with Ahrefs and create article briefs to be submitted to writers.
- Monitoring and creating reports related to SEO performance using Google Analytics, Google Search Console, and other tools.
- Conduct A/B testing analysis for meta descriptions, page titles, and content, identifying the most effective variations.
- Increased organic website traffic by >30% within 6 months through implementation of targeted keywords and on-page optimization techniques.
- Successfully improved website's Google search ranking from page 3 to page 1 for top industry keywords.
- Collaborated with cross-functional teams to create and implement an effective content marketing strategy that improved brand awareness and drove organic traffic to the website.

ACHIEVEMENT

- 1st Winner in the Writing Competition Ruang Mojok #4 held by Mojok.co x By.U.
- 2nd Winner in the Writing Competition held by SDG Academy Indonesia.

CERTIFICATION / COURSE

GOOGLE ANALYTICS ACADEMY | July 2024

Advanced Google Analytics

- Demonstrate more advanced analysis techniques using segmentation, channel reports, audience reports, and custom reports, as well as marketing strategies like remarketing and Dynamic Remarketing that show ads to consumers who have visited our website.

RAKAMIN ACADEMY X GOTO IMPACT | October 2023

GoTo Career Certification: Social Media Specialist and E-Commerce

- This class provides preparation materials for a career in Social Media Specialist and E-Commerce.

DIGITAL SKOLA | July 2023

Digital Writing Camp

- This class provides preparation materials for a career as a digital writer both full-time and freelance. In 8 sessions, participants received skill training from experts related to 4 digital writing professions; Copywriter, SEO Content Writer, UX Writer to Technical Writer.

GOOGLE DIGITAL GARAGE | June 2023

The Fundamental of Digital Marketing

- Learn the fundamentals of digital marketing, and help grow your business or career.

BELAJARLAGI | February–March 2023

SEO Specialization Bootcamp

- Learn end-to-end SEO from fundamental, keyword research, content marketing on website, SEO content writing, SEO on-page, SEO off-page, technical SEO, Google Analytics, Google Search Console, advanced analytics, SEO reporting, influencing stakeholders, SEO in e-commerce and ASO, etc.

ACTIVITIES

Volunteer:

- Participated in the release of baby turtles to the sea, organized by PT AVO Innovation Technology and 4K.Yogyakarta.

Speakers:

- Webinar 16 HAKTP HopeHelps: “Bijak Meliput Kekerasan Seksual” (2021) | held by HopeHelps Network.
- Webinar “Profesionalisme dalam Jurnalistik” (2021) | held by Suara Mahasiswa UI.
- Health Article Writing and Publication Webinar (2021) | held by Unit Kesehatan Mahasiswa UGM.

TOOLS

Ahrefs, Blog, Brand Marketing, Content Management, Digital Ads, Digital Marketing (Certified), Google Workspace, Hootsuite, Microsoft Office, Semrush, Social Media Marketing, Wordpress

TOEFL ITP Score: 560