

MUHAMMAD RIZQI AKBAR

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SUMMARY

Digital marketing professional with 3+ years of experience in SEO, content strategy, and performance-driven campaign development. Experienced in translating business and product needs into cross-platform digital messaging, combining creative storytelling with data insights to drive awareness, engagement, and purchase intent. Proven ability to connect content, analytics, and user experience to support brand and revenue growth.

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.

WORK EXPERIENCE

DNVB Indonesia | Yogyakarta

Product Innovation | Full Time | October 2025–present

- Researched and developed new business-class educational products to support revenue diversification and expand the company's digital product offerings.
- Developed product positioning, titles, descriptions, TORs, and landing page copy to ensure consistent messaging across product launches and marketing materials.
- Managed and optimized digital product sales through WooCommerce, improving product pages, pricing structure, subscription setup, and purchase flow to enhance conversion.
- Built sales and customer dashboards using Google Sheets and Looker Studio, integrating Apps Script automation to enable real-time reporting and support data-driven business decisions.

Copywriter | Full Time | April 2025–present

- Developed campaign concepts and digital content collaborations with Google, Seedbacklink, and Skin Game, aligning messaging with brand positioning and campaign objectives.
- Crafted landing pages and digital assets supporting product launches and educational campaigns.
- Produced high-engagement digital content generating 16,000+ interactions within one week.

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

- Developed topic authority frameworks and cross-platform content strategies across multiple industries.
- Monitored campaign performance and provided optimization recommendations based on analytics insights.

Nutapos | Yogyakarta

SEO Specialist | Freelance | October 2024–January 2025

- Led SEO optimization initiatives including content strategy and website migration from Wix to WordPress to enhance performance and site structure.
- Conducted keyword clustering and audience analysis to align messaging with user intent and campaign goals.
- Contributed to a 30% increase in organic traffic through integrated content and technical optimization.

Detikcom | Yogyakarta

SEO Writer | Full Time | November 2023–October 2024

- Contributed to content ideation and digital coverage strategies aligned with trending topics and audience demand.
- Optimized media releases and event coverage to strengthen digital visibility and engagement.
- Supported content strategies contributing to 2 Million+ monthly visitors.

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.

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.

CERTIFICATION / COURSE

- Marketing Campaign & Creative Execution: How to Build Campaigns that Engage and Sell by Andre Tu7uh (DNVB Indonesia - January 2026)
- How to Optimize for Mobile: The CRAFT of Mobile SEO (Semrush - January 2026)
- Creative Campaign: Analisis Consumer Behavior, Cara Bikin Deck Creative, sampe Strategi Eksekusi Ide by Defri Dentsu (DNVB Indonesia - 2025)
- How to Create Powerful, Viral, & Long Lasting Campaign in Various Medium and Industries? by Ipang Wahid (DNVB Indonesia - 2024)
- Cut Your Marketing Budget: How to Create Powerful Content that Sell Any Product by Novia Nurist (DNVB Indonesia - 2024)
- Advanced Google Analytics (Google Analytics Academy - July 2024)
- GoTo Career Certification: Social Media Specialist and E-Commerce (Rakamin Academy X GOTO IMPACT - October 2023)
- The Fundamental of Digital Marketing (Google Digital Garage - June 2023)
- SEO Specialization Bootcamp (Belajarlagi - February–March 2023)

TOOLS

Ahrefs, Content Management, Digital Ads, Google Analytics, Google Search Console, Google Workspace, LookerStudio, Microsoft Office, Semrush, Social Media Marketing, Wordpress

TOEFL ITP Score: 560