

MUHAMMAD RIZQI AKBAR

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SUMMARY

SEO Specialist and Content Strategist with 3+ years of experience in keyword research, content optimization, and performance-driven growth strategies. Proven ability to build topic authority, improve organic visibility, and translate search insights into measurable traffic impact. Experienced in aligning content, product messaging, and analytics to support conversion 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.
- Student Ambassador #IDN Squad (2020): promoting IDN App features & campaigns.

WORK EXPERIENCE

DNVB Indonesia | Yogyakarta

Product Development & Website Manager | 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 and endorsement content collaborations with Google, Seedbacklink, and Skin Game, aligning messaging with brand USPs and campaign objectives.
- Wrote landing page copy for business and educational products, focusing on value propositions and effective calls-to-action.
- Produced high-performing social media content, with one post generating 16,000+ likes and 100+ comments in under one week.

Center for Digital Society (CfDS) UGM | Yogyakarta

Web Administrator | Part Time | Februari 2025–present

- Managed and maintained digitalsociety.id, ensuring content optimization, website performance, functionality, and user experience.
- Conducted periodic site speed and security audits to enhance performance and reliability.

Search Agency | Jakarta (Remote)

SEO Specialist | Freelance | February 2025–April 2025

- Conducted keyword clustering and search intent analysis across multiple industries to strengthen topic authority and content hierarchy.
- Built topic authority frameworks by mapping keyword clusters into structured content strategies.
- Applied analytics insights to refine on-page elements and improve organic performance.

Nutapos | Yogyakarta

SEO Specialist | Freelance | October 2024–January 2025

- Developed SEO content briefs aligned with search intent and business objectives.
- Managed website migration from Wix to WordPress, improving site structure and crawlability.
- Contributed to a 30% increase in organic traffic through technical and content optimization.

Detikcom | Yogyakarta

SEO Writer | Full Time | November 2023–October 2024

- Produced SEO-driven articles aligned with trending and high-volume keywords.

- Optimized press releases and media coverage for improved search visibility.
- Contributed to content strategies supporting 2M+ monthly visitors (+30% increase).

Flip | Jakarta (Remote)

SEO | Internship | July 2023–December 2023

- Developed content briefs based on keyword research and audience intent analysis.
- Assisted in content budgeting and topic allocation to support structured production planning.
- Improved headline and meta performance through data-driven testing.

ACHIEVEMENT

- 1st Place Winner, Mojok.co x By.U Writing Competition—recognized for strong storytelling and the ability to translate complex social issues into engaging narratives.
- 2nd Place Winner, SDG Academy Indonesia Writing Competition—selected for clarity of messaging and relevance to social impact themes.

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

TOEFL ITP Score: 560