



AFRILLIA YENITA, S. Gz.

SEO Content Writer | Nutritionist

<https://afrilliayenita.journoportfolio.com/>

PROFILE

I am an experienced SEO Content Writer for **3 years**. My main areas are health, nutrition, fitness, and wellness, but not limited to others.

I already know well about PUEBI, editing, proofreading, SEO, and keyword research.

I can also operate WordPress, OpenCart, SEO Tools (Ahrefs, Semrush, Google Trends), Google Search Console, and Google Analytics to help grow the business.

CONTACT

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Current domicile:
Tangerang, Banten, Indonesia

HOBBIES

Writing
Culinary
Watching korean drama
Reading novels

WORK EXPERIENCES

PT Global Indojaya Orion | SEO Content Writer (Full time)

Jun 2021 – Nov 2022

Rules:

- Research industry-related topics.
- Prepare well-structured drafts using CMS (**OpenCart**).
- Proofread and edit blog posts before publication.
- Conduct simple **keyword research** and use **SEO** guidelines to increase web traffic.
- Identify customers' needs and gaps in our content and recommend new topics.
- Create and update **1-2 articles** per day.
- Create marketing content (**landing page**) if needed.
- Prepare monthly SEO reports.

PT Gracia Sehat Sukses | Content Writer (Freelance)

Nov 2020 – Oct 2021

Rules:

- **Keywords research**.
- Writing articles based on keywords using **WordPress**.
- **Editing, proofreading, and publishing** articles.
- Total: 10 - 20 articles per month.

PT SehatQ Harsana Emedika | Content Writer (Contract)

Jul – Dec 2020

Rules:

- Writing articles **SEO off page** based on keywords.
- Total: 20 articles per week.

PT Bae Orbit Senusantara | Nutritionist & Content Writer (Full time)

May 2019 – Jul 2020

Rules:

- Writing articles for **Website** and content for **Instagram**.
- Writing product marketing content: **e-book, landing page, FB ads, slogan, and script video**.
- Coordinating with **design and marketing team** to create content.
- Preparing materials of **product knowledge training**.

EDUCATION

IPB University | Bachelor of Science in Nutrition

Sept 2014 – Oct 2018

- **Cumlaude**: GPA **3.68** of 4.
- **1st Winner** of Scientific Essay at Brawijaya University | 2016.
- **Grant Recipient** of Student Creativity Program by Ristekdikti | 2017.

SKILLS

- Microsoft Office.
- CMS (OpenCart, WordPress).
- SEO tools (Ahrefs, Semrush, Google Trends).
- Google Search Console.
- Google Analytics.

CERTIFICATIONS

- **Registration Certification of Nutritionist and Dietitian**, based on The Indonesian Health Profession Board (2019-2024).
- **Workshop Penulisan** by IPB Press and Koran Kampus IPB | May 2015.