

# Pritania

## Avira

### SEO CONTENT SPECIALIST & ENTREPRENEUR



#### CONTACT INFORMATION

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**Birth** : Jakarta, 19 September 1994  
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#### EDUCATIONAL BACKGROUND

**The London School of Public Relations Jakarta - 2016**  
Bachelor of Communication, Major in Digital Media Communication & Advertising

#### SKILL

Content Writing	● ● ● ● ●
WordPress	● ● ● ● ●
SEO	● ● ● ● ●
Keyword Planer (Adwords)	● ● ● ● ●
Google Analytics	● ● ● ● ●
Search Console	● ● ● ● ●
Ahrefs	● ● ● ● ●
Adobe Programs	● ● ● ● ●
iMovie	● ● ● ● ●

#### CAREER SUMMARY

I am an experienced SEO Content Writer & Analysis, has 5 years of experience working as SEO. Passionate with Digital Marketing, Start-ups and E-commerce. Also I have my own business called Scrappypopwork (art & handcraft) since 2012 & CakePop (Bakery) since 2020.

#### CAREER HISTORY

##### SEO SPECIALIST - Tokopedia Blog & Campaign Platform

**Tokopedia | August 2018 - Present**

- Handle Tokopedia Blog (H&L, Beauty, Fashion Wanita, Kerja, Hobi & Lifestyle category)
- Research Keywords (Keywords Gap, Trends, & High Search Volume)
- Create content plan
- Create 2 Content Blog with min. 600 words / day
- Re-optimized old articles on Blog
- KPI Blog: Organic Sessions & Total Keywords
- Handle Tokopedia Campaign Platform
- Create bottom content with min. 300 words
- KPI Campaign: Positions / rank
- Reporting (Google Analytics, Search Console, Lumos)

##### SEO CONTENT WRITER FREELANCER

**Kreativv Media | September 2018 - May 2019**

- Research Keywords
- Created Content for Blog (1000 words)

##### SEO CONTENT WRITER

**MatahariMall.com | April 2017 - August 2018**

- Write minimum 5 SEO Content Page with 500 words for each
- Search the keywords volume for product categories
- Created Static page (Super.mataharimall.com) - HTML
- Optimized & make sure Landing Page already have content page that related with product

##### CONTENT WRITER & QUALITY CONTROL

**Indonetnetwork.co.id | July 2016 - April 2017**

- Write & editing title of product more than 200 products each day
- QC more than 1000 products each day
- Write SEO Content

##### SEO CONTENT WRITER FREELANCER

**Lazada Indonesia | March 2016 - November 2016**

- Write 60 SEO Articles with 500 words for each (/month)
- Search the keywords volume for the products
- Created the Landing Page Title & Meta Title

##### SEO CONTENT WRITER INTERNSHIP

**Lazada Indonesia | August 2015 - February 2016**

- Write 5 SEO Articles with 500 words for each (/day)
- Search the keywords volume for the products
- Created the Landing Page Title & Meta Title

#### OTHER EXPERIENCES

**December 2020 - Speaker for Kumpul Keluarga Webinar Tokopedia**  
Cara Memilih dan Mencari Keyword yang Potensial untuk Deskripsi Produk & Toko

**October 2020 - Speaker for Kumpul Keluarga Webinar Tokopedia**  
Tingkatkan Performa Toko dengan Konten SEO yang Tepat

**June 2020 - Speaker for Webinar Univ. Budhi Luhur Jakarta**  
Pengalaman Menjadi Content Witer, Perbedaan Content Writer & Copy Writer

**2019 - SEO Content Writer Trainer at Tokopedia for Business, Digital and Merchant Divisions.**

Explain how to create a better content for promo

**2018 - Popup Frame Workshop with Health&Happiness (Kalbe).**

Speaker & Lecturer of Popup frame workshop

**2016 - Popup Frame Workshop with Laneige Indonesia.**

Speaker & Lecturer of Popup frame workshop

**2014 - Interviewees on BinusTV.**

Speaker & Interviewees as young entrepreneur