

PEGGY KAKISINA

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SUMMARY

Experienced content writer with a demonstrated history of working in the online media industry. Strong research, detail-oriented, and problem-solving skills with an English Language and Literature BA minor in Linguistics.

EXPERIENCE

PT SERASI AUTORAYA - Jakarta, Indonesia

SEO Content Writer (April 2023–Present)

- Do keyword research using SEO tools.
- Write 700–1.400-word articles on subject matter spanning auction topics, including auction schedule, automotive, lifestyle, industrial, and other.
- Regularly pitch ideas for product articles.
- Cover events and request information and data from related sources.
- Translate content or copy from Bahasa Indonesia to English and vice versa.
- Work with graphic designers to compose images and infographics to illustrate articles.
- Build articles in a content management system.
- Create advertorial copywriting.

IDN - Jakarta, Indonesia

Community Writer (February 2021–Present)

- Write SEO-friendly articles (500-1.000 words) for Hype, Life, and Business.
- Do keyword research using SEO tools.

KIDDO.ID - Jakarta, Indonesia

Freelance Content Writer (February 2023–October 2023)

- Prepared and executed monthly editorial plan.
- Wrote 3-4 articles (700–1.000 words) daily about parenting, children activities, and recipes based on SEO strategy and writing guidelines.
- Edited and optimized existing articles.
- Developed written advertorial as assigned.
- Performed keyword research using SEO tools.

MELON BRANDING AGENCY - Jakarta, Indonesia

Copywriter Intern (November 2022–January 2023)

- Managed digital copywriting and content management.
- Developed creative ideas and concepts for digital campaigns.
- Wrote new and optimized existing articles reflecting brand's personality.

IDN - Jakarta, Indonesia

SEO Writer Intern (March 2022–November 2022)

- Wrote 3-4 SEO-friendly articles (500-1.000 words) daily for Business, Men, and Sport channels.
- Conducted research to create reliable and accountable articles that follow journalistic rules and adapt the editorial style book.
- Compiled and documented published articles into Google Sheet.
- Performed keyword research for evergreen topics.

MAJALAH SUNDAY - Jakarta, Indonesia

Copywriter and Event Intern (March 2022–June 2022)

- Planned and executed poetry and short story competition entitled “Dari Hati untuk Diri Sendiri” and “Pantun Challenge” for high school and undergraduate students.
- Wrote weekly articles (500-1.000 words) about mental health and sex education.

EDUCATION

UNIVERSITAS BRAWIJAYA (2017–2021)

Bachelor of Arts in English Language and Literature - GPA 3.98

Relevant Coursework: Business English, Creative Writing, Translation and Interpretation, Pengantar Ilmu Jurnalistik

Volunteer Activity: Research assistant at LPPM FIB Universitas Brawijaya (2018–2020) and Buddy for Darmasiswa RI Program FIB UB 2019/2020

ACHIEVEMENTS

Best Graduate of Faculty of Cultural Studies - Universitas Brawijaya	2021
2nd Place Winner 2020 AKSARA Short Story Competition - UNS	2020
3rd Best Paper in Student Conference: Introduction to Pragmatics - UB	2019
Academic Achievement Improvement Scholarship Awardee - UB	2019
Contributor to 2019 Peri Bahasa Press National Poetry Competition	2019

SKILLS AND INTERESTS

LANGUAGE	: Bahasa Indonesia (Native) and English (Proficient)
SEO	: Google Analytics, Google Search Console, Google Trends, Ahrefs, SEMrush, Screaming Frog, SEO Minion, and Ubersuggest
DESIGN	: Canva and Figma
MANAGEMENT	: Google Workspace and Notion
MS OFFICE	: Word, PowerPoint, and Excel
INTEREST	: SEO Content Writing, Keyword Research, Copywriting, UX Writing, Digital Journalism, Creative Writing, and Translation