

# PEGGY KAKISINA

Kelapa Gading | +62 857 3302 3912 | peggykakisina@gmail.com  
linkedin.com/in/peggykakisina | muckrack.com/peggy-kakisina

---

## SUMMARY

---

An English Literature graduate who has major interests in academic writing and media industry. Excellent research, detail-oriented, and problem-solving skills. Looking forward to contributing to education, media, and communication for continual improvement.

---

## EXPERIENCE

---

### **KIDDO.ID – Jakarta, Indonesia**

Content Writer Intern (February 2023 – present)

- Prepare and execute monthly editorial plan.
- Write 4-5 articles (1.000-1.500 words per article) about parenting, kids activities, and recipes based on SEO strategy and writing guidelines.
- Edit and optimize existing articles.
- Develop high-quality written advertorial contents as assigned.
- Perform keyword research using SEO tools, such as Ahrefs and Ubersuggest.
- Understand and catch up with parenting trends.

### **IDN MEDIA - Jakarta, Indonesia**

Community Writer (February 2021 – present)

- Write SEO friendly articles for Business and Entertainment channels.
- Conduct keyword research.

### **MELON BRANDING AGENCY – Jakarta, Indonesia**

Copywriter Intern (November 2022 – January 2023)

- Responsible to digital copywriting and content management.
- Developed creative ideas and concepts for digital campaigns.
- Wrote new, edited, and optimized existing articles reflecting brand's personality in accordance to SEO strategy. I k U g able to write 4-5 articles a day (800-1.500 words per article).

### **IDN MEDIA - Jakarta, Indonesia**

SEO Writer Intern (March 2022 – November 2022)

- Wrote 3-4 SEO friendly articles (500-1.000 words per article) for Business, Men, and Sport channels. Goa e UftiWeg[ U\ef %? Ž j iek gUnd Wi ntin[ "
- Conducted research to create reliable and accountable articles that follow journalistic rules and adapt the editorial style book.
- Compiled and documented written articles into Google Sheet.
- Performed keyword research for evergreen topics using Ahrefs and Ubersuggest.

### **MAJALAH SUNDAY - Jakarta, Indonesia**

Copywriter and Event Intern (March 2022 – June 2022)

- Planned and executed a poetry and short story competition entitled "Dari Hati untuk 8ifi Sendiri" and "Pantun Challenge" for high schoolers and undergraduate students.
- Wrote weekly articles (500-1.000 words per article) about mental health and sex education.
- Attend online training sessions on Mondays and team-building meetings on Fridays.

---

## 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

---

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

---

## SKILLS AND INTERESTS

---

**LANGUAGE :** Bahasa Indonesia (Native) and English (Proficient)

**TOOLS :** Canva, Mendeley, Google Analytics, and Google Search Console

**SEO TOOLS :** Ahrefs, Semrush, SEO Minion, and Ubersuggest

**MS OFFICE :** Word, PowerPoint, and Excel

**INTREREST :** SEO Writing, On-page SEO Optimization, Keyword Research, Translation, Digital Journalism, and Creative Writing



# Peggy Kakisina

View my online portfolio at [peggykakisina.journoportfolio.com](https://peggykakisina.journoportfolio.com)



## 11 Gaya Belajar Anak, Mana yang Cocok untuk Si Kecil?

Kiddo.id • 26th February 2023

Berikut 11 gaya belajar anak yang penting diketahui Papa dan Mama. Sesuaikan dengan minat dan bakat si kecil, ya!

<https://kiddo.id/article/11-gaya-belajar-anak-mana-yang-cocok-untuk-si-kecil>



## Social Bookmarking: Pengertian dan Contohnya

Melon Branding • 18th November 2022

Social bookmarking merupakan salah satu strategi off-page SEO yang efektif mengoptimasi situs web bisnismu. Yuk, pelajari lebih dalam!

<https://melonbranding.com/seo/social-bookmarking-pengertian-dan-contohnya-ampuh-tingkatkan-traffic/>

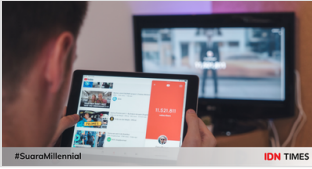


## Pil KB Darurat untuk Remaja, Apakah Aman?

Majalah Sunday • 18th June 2022

Pil KB darurat merupakan salah satu solusi pencegah kehamilan. Tapi, apakah berisiko bila dikonsumsi remaja?

<https://majalahsunday.com/pil-kb-darurat-untuk-remaja-apakah-aman/>



## 13 Cara Dapat Uang dari YouTube Tanpa Upload Video, Tertarik Mencoba?

IDN Times • 3rd April 2022

Simak 13 cara dapat uang dari YouTube tanpa upload video berikut. Tertarik mencoba?

<https://www.idntimes.com/business/finance/seo-intern/cara-dapat-uang-dari-youtube-tanpa-upload-video-tertarik-mencoba>



## 9 Film Kisahkan Hubungan Ibu dan Anak, Siap Bikin Mewek

IDN Times • 30th January 2022

Tidak ada ikatan yang dapat menandingi ikatan ibu dan anak. Sembilan film kisahkan hubungan ibu dan anak berikut ini membuktikan hubungan mereka terkenal rumit dan tak biasa.

<https://www.idntimes.com/hype/entertainment/peggy-kakisina/film-ibu-dan-anak-c1c2/9>



## Fans Berat, 10 Momen Selebriti Fangirling pada Jungkook BTS

IDN Times • 28th March 2021

Menjadi salah satu anggota boy group populer membuat Jungkook BTS memiliki penggemar dari seluruh penjuru dunia. Mengaku fans berat, simak 10 momen selebriti fangirling pada Jungkook BTS berikut ini.

<https://www.idntimes.com/hype/entertainment/peggy-kakisina/selebriti-fans-jungkook-bts-c1c2>



## Mengumpat: Alasan di Balik Ketidaksopanan

kumparan • 15th February 2021

Motif mengumpat menjadi dasar pengetahuan yang perlu diketahui agar kita menjadi lebih bijaksana dalam memilih kata dan terus mengutamakan kesopanan saat berinteraksi dengan sesama. #userstory

<https://kumparan.com/peggy-kakisina/mengumpat-alasan-di-balik-ketidaksopanan-1vAz8sa6EQP>



## Berkarya di Tengah Panas Pandemi

FIB UB • 8th January 2021

Virus Corona atau Covid-19 telah membawa banyak perubahan bagi semua orang. Hal ini juga berlaku bagi Annisa Fitriani, mahasiswi Program Studi (PS) Sastra Inggris, Fakultas Ilmu Budaya (FIB) Universitas Brawijaya (UB) yang berjuang untuk terus berkarya di tengah pandemi.

<https://files.journoportfolio.com/users/149105/uploads/edbd3921-9c98-4266-b4eb-225f7d50e05c.pdf>



## FIB UB Buka Program Skripsi Baru untuk Mahasiswa

FIB UB • 8th January 2021

Tahun ini, Fakultas Ilmu Budaya (FIB) Universitas Brawijaya (UB) mengeluarkan program baru bernama Tugas Akhir Konversi Hasil Kegiatan Akademik atau yang lebih dikenal dengan istilah Skripsi Konversi untuk mahasiswa tahun akhir yang telah memprogram skripsi.

<https://files.journoportfolio.com/users/149105/uploads/a91a318d-e43b-438c-b92d-dce24aab750a.pdf>



## Get the Most Out of a Visit to the Mpu Purwa Museum

FIB UB • 9th December 2019

While in Mpu Purwa Museum, stay as long as you're enjoying it, and once you're done, you can come back another day.

<https://files.journoportfolio.com/users/149105/uploads/f849e4b2-ef15-4177-ae5e-11ce703bd9e0.pdf>