

# Maulia Indriana Ghani

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## ABOUT ME

I am a detail-oriented UX writer, content writer, and word lover. I bring a passion for ethics, inclusion, and simplifying complexity. You want a strong and consistent voice? Need meticulous content documentation? Hire me.

## EXPERIENCE

### **Purwadhika — UX Writer**

August - December 2023

- Created copy for 3 new features and 2 existing features for Purwadhika's website, 4 curriculum brochures for download, and page promotion.
- Programs have included: Corporate Training, Digital Talent Incubator, E-Learning Hub, Purwadhika Alumni Club, and Skill Accelerator Bootcamp.

### **Esensi Solusi Buana (ESB) — UX Writer**

September 2022 - September 2023

- Created and developed copy for websites, apps, email notifications, how-to guides, etc., in both B2B and B2C.
- Created 3 content guidelines and conducted research, A/B tests and help usability tests on each product/feature.
- Products have included: ESB Order, POS Hybrid, POSLite Apps, Kiosk, Starbucks, and internal web apps.

### **Zenius Education — Content Writer**

December 2020 - August 2022

- Wrote 5-9 articles per week based on categories.
- Published 344 articles, with one reaching 276,458 views within a few months of publication. Many of them appeared on the first page of Google due to implemented SEO principles.
- Guided 2-10 interns, designed images, and created content strategy for social media related to blog posts.

### **Fastwork Technologies Indonesia — Content Writing, Copywriting, & UX Writing (Freelancer)**

November 2020 - PRESENT

- Received a 4.9-star rating from clients along with their reviews on the platform, and more than 50% of clients reordered my services.
- Clients have included: Meeting.ai, Purwadhika, Odesa Indonesia, Floomtank, Gositus, Wearology, Flimty, iB Clean, Alpha Fertility Centre Malaysia, RS. Budi Medika, X-TEN, WebFlazz, etc.

### **IDN Times — Verified Writer (Contributor)**

December 2019 - PRESENT

- Published 42 articles across multiple categories, including travel, science, lifestyle, and business, with a total of 118,483 views and counting.

## EDUCATION

**Padjadjaran University** — Bachelor of Animal Husbandry (GPA: 3.33/4.00) | 2016 - 2020

## OTHERS

UX Writing course (Jobhun - 2022) | Guest Speaker "Content Writing" for ACS ITB 2021 | SEO course (Skill Academy - 2020)