

Muhammad Rifqi Renanda

Content Marketing Manager

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SUMMARY

I am a Content Marketing Manager, Writer, and Copywriter with 3+ years of experience, skilled in SEO, Content Marketing, and various tools like SurferSEO, Ahrefs, WordPress, and Google Workspace. I've helped boost monthly blog traffic (10x+) for leading SaaS companies.

EXPERIENCE

11/2022 - Present

Content Marketing Manager

OFFEO

Aside from the milestones I've managed to reach as an SEO Writer, I've also:

- Increased the company blog's monthly organic traffic from 350k+ in November 2022 to 390k+, contributing to a further 10% (and counting) increase in April 2023.
- Gradually increased the blog's content quality, leading to an overall increased visibility of the OFFEO blog and an organic 10x+ growth in backlinks from 1.6k+ in November 2021 to 4.2k+ in March 2023.
- Builds and maintains the editorial content calendar and writing guidelines for the blog to ensure every article is published on time.
- Schedules weekly 1on1 sessions with writers and provide a "safe space" where they can share their concerns, problems, and anything they need.
- Managed, trained, and provided direct feedback to four freelance writers.
- Experience as a content marketer enable me to write articles about videos, social media, business, and anything that needs or relates to video makers and adds value to our audience.

08/2022 - 10/2022

Content Marketing Manager

Markopolo.ai

- Developed the content marketing team from the ground up.
- Created a style guide and SEO guidelines to ensure any written content is always in adherence to the brand voice.
- Created a comprehensive workflow to ensure everyone understands their responsibilities, resulting in efficient productivity.
- In charge of creating the SEO content plan by creating briefs for blogs and designs, and have managed to make 70 briefs combined in 2 and a half months.
- Tasked to do keyword research and topics relevant to the business and successfully found almost 200 keywords to drive growth to the company.
- Edited, optimized, published, and has the final say on every article published on the blog.
- Managed, trained, and provided direct feedback to six freelance writers to ensure smooth content creation.
- Used Google Analytics to monitor website traffic and analyze content performance data to determine which existing content needs optimizing.
- Constantly communicate with the graphic designer and the UI/UX lead to create modifications to the website to enhance user experience and content visibility

11/2021 - 11/2022

SEO Writer

OFFEO

- Successfully contributed to increasing the company blog's monthly organic traffic from 18k+ in

November 2021 to 340k+, a 10x+ increase in November 2022.

- Has the final say on every written content on the company blog.
- Produced detailed briefs for blog content.
- Edit, optimize, and publish every article to Webflow according to SEO best practices to ensure we publish consistently high-quality and engaging content that is always relevant to the search intent.
- Works in a remote-first team and uses my fluency in English to communicate well to ensure clarity across the board.
- Uses content marketing tools such as SurferSEO, Grammarly, and Ahrefs.
- Utilized my excellent proofreading skills to identify grammar, spelling, or punctuation errors.
- Works closely with team members such as the SEO Specialist to ensure every article is SEO-optimized and the Social Media Manager for content repurposing needs (Instagram, Twitter, and YouTube).

02/2021 - 11/2021

Digital Content Writer

GreatDay HR - HR Software

- Singlehandedly increased (Ahrefs) monthly organic traffic by 235.000 since joining and helped overtake the #1 competitor by more than 125.000 visitors.
- Contributed to revamping the GreatDay HR website in Indonesian and English by writing the web copy.
- In charge of on-page SEO and keyword research to create briefs for articles.
- Implements calls-to-action on blog posts to convert site traffic to generate leads.
- Directly involved in the interview process of hiring freelance writers for the company by speaking to them directly and giving test tasks.
- Used WordPress to publish and edit website content.
- In charge of content planning and writing various types of content across multiple channels ranging from Google Ads Copies and slide decks to social media promotions (Instagram and LinkedIn).
- Contributed to creating customer-related content by assisting with whitepaper development and helping bring qualified leads.
- Wrote various written company marketing material, including copies and captions on Facebook Ads marketing campaigns and landing pages in English and Indonesian.
- Regularly monitor website traffic and content performance with Google Analytics and Ahrefs.
- Wrote long-form blog articles, PR, and backlink articles.
- Assisted in lead-nurturing content automated email funnels (Mailchimp) by creating email marketing copy.
- Able to learn effectively in a fast-paced marketing position in the B2B SaaS space and thrived when working on multiple projects simultaneously (with different deadlines) from start to finish.
- Able to support the Digital Marketing Specialist with an established content marketing strategy that followed a multi-channel approach.
- Works closely with other marketing teammates and senior leaders, such as the Senior Graphic Designer and SEO Specialist, to ensure content quality.
- Able to integrate well with international teammates as I'm a near-native English speaker in addition to my native language (Indonesian).
- Strong collaboration skills across the organization due to the need to constantly communicate across various departments, ranging from the entire marketing team to the sales team, all the way to the developers.
- Able to measure, analyze and report on key KPIs to determine the success of published content and share updates with the head of Marketing Communications.

05/2020 - 12/2021

Copywriter and Social Media Marketing

Potatogoods

- Created engaging graphics with Canva and utilized excellent social media copywriting skills to create social media posts for a food business Instagram page (@potatogoods_)
- Picked target audience and interests and managed multiple ad campaigns, with the first ad campaign in July resulting in an organic increase in followers by 102 (and counting) since

then.

02/2020 - 06/2020

Junior Digital Content Writer

Hostinger International

- Writing and Ghostwriting IT-related content that caters to Hostinger's customer base exclusively in English and had to simplify complicated technical terms.
- Used SEO as a guide to write and understand how to edit Content SEO: Meta descriptions, Title tags, Alt-text, backlinks, etc.
- I also had the opportunity to work with a remote-first International team that genuinely helped me to understand people of other cultures much better and take inspiration from their work ethic.

EDUCATION

2019

Industrial Engineering

Universitas Katolik Parahyangan

Bachelor's Degree

CERTIFICATES

08/2020 - Present

Fundamentals of Digital Marketing

01/2021 - 01/2022

Google Ads Search Certification

SKILLS

Copywriting	Advanced	Teamwork	Advanced
Content Writing	Advanced	Editing	Advanced
UX Writing	Intermediate	Ahrefs	Intermediate
Content Marketing	Intermediate	Google Analytics	Intermediate
Digital Marketing	Intermediate	SurferSEO	Advanced
Communication	Advanced	On-Page SEO	Advanced

LANGUAGES

English

Native

Indonesian

Native