

**Muhammad Rifqi Renanda**

**SEO Content Marketing Specialist**

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SEO-focused content marketing specialist with 5+ years of experience creating research-driven, high-intent content for SaaS and tech companies. Turns complex topics into clear, actionable articles, case studies, and educational resources that support organic growth and product adoption. Experienced in collaborating with SEO and product teams and using AI tools to scale content quality and consistency.

## WORK EXPERIENCE

### **Freelance Content Writer and Strategist (SEO, UX, Copywriting)**

Freelance | September 2020 — Present

Clients include: SEEK Asia, National Today, Darwinbox, TeamUp, Marketz.id, Top Agency, TheProjectSEO, IMPACT! Brand Communications, Live Aman, Sembako Sahara

- Delivered end-to-end SEO content projects, including blog articles, landing pages, and website copy for SaaS and tech companies
- Developed SEO-driven content aligned with search intent, brand voice, and conversion goals, supporting lead generation and organic growth
- Wrote and edited publish-ready content in English and Indonesian for regional and global audiences
- Created UX microcopy and product-focused content that improved clarity and user flow in digital experiences

### **Senior Content Writer (Full-Time)**

BitDegree | July 2024 — September 2024

- Produced 8 long-form Web3 and tech articles, expanding topic coverage and organic search visibility
- Applied AI-assisted research workflows (ChatGPT, Gemini, Copilot) to improve factual accuracy and drafting velocity
- Structured content according to EEAT and search-intent principles, strengthening topical authority
- Converted complex blockchain concepts into accessible educational content for non-technical readers

### **Content Writer (Freelance)**

TheProjectSEO | September 2023 — April 2024

- Produced 15–20 SEO-optimized articles per week, sustaining an aggressive publishing cadence
- Contributed to a 32% increase in client traffic within six months through search-intent-driven content
- Adapted tone and structure across multiple niches (fitness, medical, travel, productivity) while using AI-assisted research to maintain editorial accuracy at scale

### **Content Marketing Manager (Full-Time)**

OFFEO | November 2022 — June 2023

- Increased blog organic traffic by 14% in six months through targeted SEO content initiatives

- Raised backlinks from 1.6K to 4.7K, strengthening domain authority and discoverability
- Managed and mentored four freelance writers while building editorial guidelines that standardized tone, structure, and workflows
- Expanded blog coverage from design to business, HR, and e-commerce, broadening audience reach

### **SEO Writer (Full-Time)**

OFFEO | November 2021 — November 2022

- Increased blog traffic by 10x, expanding monthly visits from 18K to 340K
- Created long-form cluster content optimized with SurferSEO and Ahrefs to match search intent
- Owned end-to-end publishing in Webflow, improving internal linking, structure, and metadata
- Developed detailed content briefs that enabled consistent SEO execution across writers
- Repurposed blog content into social formats to extend reach
- Promoted to Content Marketing Manager for exceeding performance expectations

### **Content Marketing Manager (Part-Time)**

MARKOPOLO AI | August 2022 — October 2022

- Built the content marketing team from the ground up, managing six freelance writers and setting SEO/style guidelines that aligned output with growth goals
- Produced 70 detailed content briefs in 2.5 months, accelerating content production
- Identified 200+ high-impact keywords, guiding topic prioritization and content roadmap

### **Digital Content Writer (Full-Time)**

GreatDay HR | February 2021 — November 2021

- Increased monthly organic traffic by +235K, exceeding competitors by 125K
- Rewrote over 60% of website copy during a major site relaunch, improving clarity and SEO
- Produced blog content, website pages, and ad copy for B2B SaaS audiences
- Authored eBooks and whitepapers, supporting lead-generation programs
- Managed WordPress content structure and metadata to improve search performance

### **Junior Digital Content Writer (Full-Time)**

Hostinger | February 2020 — June 2020

- Wrote educational IT content that translated technical concepts into practical guidance for global users
- Applied SEO elements including meta titles, descriptions, alt-text, and internal links

## **EDUCATION**

Bachelor's Degree

Universitas Katolik Parahyangan, Bandung

## **SKILLS**

- SEO Content Strategy (on-page SEO, content optimization)
- Keyword Research & Mapping (topic clustering, gap analysis)
- Analytics & Reporting (Google Analytics, Google Search Console, Ahrefs)
- Editorial Leadership
- Team Management & Coaching

- Content Planning & Editorial Calendars (ideation, scheduling)
- Long-Form Content & Thought Leadership
- UX & Microcopy Writing
- Copy Editing & Proofreading
- CMS Management (WordPress, Webflow)
- AI-Assisted Writing & Research (ChatGPT, Gemini, Copilot)
- Professional Writing in English and Indonesian

#### LANGUAGES

- English: Fluent
- Indonesian: Fluent