

# NISA HAYYU RAHMIA

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With four years of experience across four different media outlets, I am proficient in SEO writing with a proven track record of publishing successful articles. I excel at creating relatable content, conducting thorough research, and optimizing content for search engines to boost visibility and drive traffic.

## Work Experiences

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| <b>tirto.id</b><br><i>Freelance Contributor</i> <ul style="list-style-type: none"><li>Conducted in-depth research to produce high-quality articles</li><li>Covered diverse topics such as Health, Parenting, Lifestyle, Music, Education, and Film</li></ul>  | May 2022 - Present  |
| <b>Sonora.ID - Group of KG Media</b><br><i>Digital Reporter</i> <ul style="list-style-type: none"><li>Crafted creative ideas and conducted extensive research to produce informative and engaging content across various topics, including Lifestyle, Show Business, and Education in accordance with SEO guidelines on a daily basis.</li><li>Contributed to the editing and proofreading of articles authored by over 10 writers from Kompas Gramedia Radio Network Daerah.</li><li>Participated in press conferences and concerts, providing comprehensive coverage.</li><li>Achieved over 3 million page views in a single month with organic search accounting for 62%, maintaining a top-ranking position for six consecutive months.</li></ul> | Dec 2021 - Nov 2024 |
| <b>KAJI Business and Creative Consultant</b><br><i>Freelance Ads Manager Partner</i> <ul style="list-style-type: none"><li>Developing a comprehensive digital ads placement strategy on Meta for multiple clients, ensuring effective targeting and reaching their desired audience.</li><li>Conducting continuous evaluation and analysis of digital ads campaign.</li><li>Generating monthly reports for clients, utilizing key performance indicators (KPIs) and campaign metrics to provide detailed insights into the results of their digital ads campaign.</li></ul>   | Sep 2022 - Nov 2022 |
| <b>HaiBunda - detikcom</b><br><i>Digital Journalist Intern</i> <ul style="list-style-type: none"><li>Authored 2-5 SEO articles daily, focusing on Lifestyle and Parenting topics such as home and living, zodiac, recipes, and pregnancy.</li><li>Generated original content ideas, conducted source analysis, and skillfully paraphrased English articles into Indonesian to provide diverse and engaging content for readers.</li></ul>   | Oct 2021 - Nov 2021 |
| <b>Kompas.com</b><br><i>Content Writer Intern</i> <ul style="list-style-type: none"><li>Created music-related articles in line with SEO guidelines, focusing on current trends.</li><li>Attended music artist online press conferences.</li><li>Chosen to had a 1-on-1 interview with British musician HRVY.</li></ul>  | Dec 2020 - Sep 2021 |

## Education Level

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| <b>Universitas Padjadjaran</b><br><i>Bachelor of Literature</i> | Aug 2017 - Nov 2021 |
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## Organisational Experience

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| <b>Himpunan Mahasiswa Sastra Djerman (HIMASAD) - Universitas Padjadjaran</b><br><i>Head of Pengembangan Internal Organisasi</i> <ul style="list-style-type: none"><li>Led a team of five individuals to drive organizational growth.</li><li>Supervised and supported a staff of 60+ across various departments.</li><li>Plannned and organized events to enhance staff bonding and foster a positive work culture.</li></ul> | Jan 2019 - Dec 2019 |
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## Skills and Tools

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- Skills and Tools:** Writing, Content Management System, SEO Tools (Google Trends, Google Analytics, Data (Looker) Studio)