

# NISA HAYYU RAHMIA

+62895327641279 | nisarahmia@gmail.com | linkedin.com/in/nisarahmia | nisarahmia.journoportfolio.com

Tamansari, Jakarta Barat 11150

An experienced Content Writer with three years of expertise acquired from working in four diverse media outlets. Proficient in SEO writing, I boast a track record of successful published articles.

## Work Experiences

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### Sonora.ID - Group of KG Media

Dec 2021 - Present

#### Digital Reporter

- Generated articles in accordance with SEO guidelines on a daily basis.
- Crafted creative ideas and conducted extensive research to produce informative and engaging content across various topics, including Health, Lifestyle, Show Business, Education, and Feng Shui.
- Contributed to the editing and proofreading of articles authored by over 10 writers from Kompas Gramedia Radio Network Daerah.
- Participated in press conferences and concerts, providing comprehensive coverage.
- 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.

### tirto.id

May 2022 - Jun 2023

#### Freelance Contributor

- Conducted in-depth research to produce high-quality articles
- Covered diverse topics such as Health, Parenting, Lifestyle, Music, Education, and Film

### HaiBunda - detikcom

Oct 2021 - Nov 2021

#### Digital Journalist Intern

- Authored 2-5 SEO articles daily, focusing on Lifestyle and Parenting topics such as home and living, zodiac, recipes, and pregnancy.
- Generated original content ideas, conducted source analysis, and skillfully paraphrased English articles into Indonesian to provide diverse and engaging content for readers.

### Kompas.com

Dec 2020 - Sep 2021

#### Content Writer Intern

- Created music-related articles in line with SEO guidelines, focusing on current trends.
- Attended music artist online press conferences.
- Chosen to had a 1-on-1 interview with English musician HRVY.

## Education Level

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### Universitas Padjadjaran

Aug 2017 - Nov 2021

#### Bachelor Degree in German Literature

## Organisational Experience

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### Himpunan Mahasiswa Sastra Djerman (HIMASAD) - Universitas Padjadjaran

Jan 2019 - Dec 2019

#### Head of Pengembangan Internal Organisasi

- Leading a team of five individuals to drive organizational growth.
- Supervising and supporting a staff of 60+ across various departments.
- Planning and organizing events to enhance staff bonding and foster a positive work culture.

## Skills and Tools

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