

RAHMI DWI ALYANI

SEO CONTENT WRITER

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ABOUT

Hi! I am Rahmi, an SEO Content Writer with 2 years of experience in digital content and education technology. In 2023, I launched Kelas Writing as part of my exploration project to deepen my skills in digital marketing, SEO strategy, and UX-driven content design. Through this initiative, I've taught 200 beginners, built a growing online community, and turned social content into real course sales.

Recently, I've been developing a data-driven landing page strategy that integrates principles of digital marketing and UI/UX design, ensuring every element is not only visually appealing but also user-centric, empathetic, and conversion-oriented. Get a glimpse of my portfolio: <https://rahmidwialyanii.journoportfolio.com>.

EXPERIENCE

Kelas Writing

April 2023 - Present

Initiator

- Founded and managed an inclusive online class on SEO-friendly writing using WordPress CMS and AIOSEO.
- Created course materials and mentored 200 paid learners through structured, beginner-friendly modules.
- Built brand presence through content marketing on Instagram (200+), X (400+), and Telegram (400+ members).
- Results: Earned 4.8/5 learner satisfaction and positive testimonials highlighting clarity, inclusivity, and practical guidance in SEO learning.

KOCO Indonesia

Oct 2022 - Feb 2023

Content Writer Intern

- Optimized on-page SEO for KOCO Star Learning Resources, expanding content from 10 to 400+ articles in four months.
- Increased organic keywords from 80 to 2,900, strengthening visibility and reach on Google SERP.
- Result: Improved organic traffic and keyword ranking through structured keyword mapping and AIOSEO optimization.

PT. Erajaya Swasembada, Tbk.

Aug 2022 - Sep 2022

Digital Marketing Intern (Project-Based)

- Conducted keyword research, SEO analysis, and market funnel mapping for digital campaigns using Google Trends, Ahrefs, and Google Analytics.
- Result: Supported data-driven campaign planning and keyword optimization for better audience targeting.

Niagahoster - Web Hosting Indonesia

June 2022 - July 2022

SEO Outreach Intern (Project-Based)

- Executed SEO outreach, keyword research, and CMS optimization using Ahrefs and Google Analytics.
- Result: Enhanced link-building accuracy and documentation for outreach performance tracking.

Metro Lampung News PRMN

Mar 2021 - Aug 2022

Content Writer

- Produced 5+ SEO-optimized articles daily across technology, economy, and lifestyle topics.
- Result: Contributed to achieving 600K+ monthly pageviews through consistent content output.

Kompas TV Lampung

Sep 2018 - Dec 2018

Journalism Apprentice

- Conducted field interviews, gathered multimedia materials, and wrote feature news articles.
- Result: Published multiple stories for on-air and online news coverage under editorial supervision.

EDUCATION

University of Lampung

2015 - 2020

Bachelor of Communication Studies - GPA 3.64

HONORS/AWARDS

Link Women 2025 – Top 20 Finalist & LinkedIn Premium Recipient	2025
<ul style="list-style-type: none">• Issued by: UN Women Asia and the Pacific × LinkedIn × Markoding• Recognized among Top 20 of 4,000 participants for creating an inclusive, UX-driven digital campaign empowering women and beginner learners.• Awarded 1-year LinkedIn Premium access and gained hands-on mentorship in Digital Marketing, AI, and Career Readiness.	
Bidikmisi Scholarship	2015 - 2019
<ul style="list-style-type: none">• Issued by the Ministry of Education and Culture, Indonesia• Awarded a 4-year full scholarship to pursue a Bachelor’s degree in Communication Studies at the University of Lampung, based on academic achievement and financial merit.	

VOLUNTEERING

Indo Relawan (Warga Bantu Warga)	2021
Volunteer – Generasi Bebas Covid Program	
<ul style="list-style-type: none">• Collaborated with a team to collect and update Covid-19 vaccination schedules for Lampung Province.• Published verified information on vaksinasi.id, using social media as the main communication channel.• Result: Received a Certificate of Appreciation for contributing to public health awareness during the pandemic.	

ADDITIONAL CERTIFICATIONS

Link Women 2025: Digital Marketing
Publisher: Skilvul
Result: Designed a UX-driven landing page for inclusive digital learning, integrating SEO strategy, data-driven funneling, and accessibility design.
Perempuan Inovasi 2025: Intro to UI/UX Design
Publisher: Skilvul
Result: Created a UI/UX design for an empathetic landing page concept to support elderly women through inclusive digital design.
TOEFL EPT (English Proficiency Test)
Publisher: The Language Center University of Lampung
Score: 483 (E-Certificate)