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SEO CONTENT WRITER
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ABOUT

SEO Content Writer & Digital Marketing Strategist with 4 years of experience in digital content, edtech, and real estate marketing. Founder of Kelas Writing — mentoring 200+ beginners in SEO and content strategy. Skilled in AI-assisted content production, UI/UX collaboration, and technical SEO to drive organic growth and brand authority.

EXPERIENCE

- Puncak Jaya Indah (Real Estate Agency)**
Digital Marketing Strategist (Freelance)

Jan 2026 - Present

 - Collaborated with developers on UI/UX improvements and custom CMS optimization to enhance search performance.
 - Translated project USPs into structured content briefs and website copy, ranking for 50+ keywords on Google within 3 months.
 - Built digital marketing function from scratch for 4 real estate projects; growing search impressions by 94%, clicks by 78%, and driving 8,300+ page views across project pages, news, and property listings within 3 months through SEO strategy, content ecosystem, and campaign roadmaps.
 - Grew organic social media presence across Facebook, Instagram & TikTok in 2 months (Jan-Feb 2025): Facebook reach +394% (1,500+ unique audience), Instagram reach +182% (1,200+), and TikTok views 6,000+ from regular video content (excluding Live) — majority from non-followers, generating inbound inquiries through DM and comment engagement.
- Kelas Writing (Education Technology)**
Initiator (Self-employed)

April 2023 - Present

 - 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 (500+) followers, 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 (Education Technology)**
Content Writer Intern

Oct 2022 - Feb 2023

 - 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.
- PT. Erajaya Swasembada, Tbk.**
Digital Marketing Intern (Project-Based)

Aug 2022 - Sep 2022

 - 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**
SEO Outreach Intern (Project-Based)

June 2022 - July 2022

 - 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**
Content Writer - Full time

Mar 2021 - Aug 2022

 - 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**
Journalism Apprentice

Sep 2018 - Dec 2018

 - 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

- 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

- 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
 - 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](#))