

RAHMI DWI ALYANI

SEO CONTENT WRITER

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ABOUT

Hi! This is Rahmi, an SEO Content Writer with 2 years of experience in the digital content and EdTech industry. I began my career in March 2021 as a Web Content Writer at Metro Lampung News. I then continued in October 2022 as a Content Writer Intern at KOCO Indonesia.

Currently, since April 2023, I'm the initiator and tutor of Kelas Writing, an online course for beginners to learn how to write SEO-friendly articles using WordPress and AIOSEO. Actually, I founded this class as part of my Individual Exploration Project to develop my skills in Digital Marketing and Product Management. As of May 2025, Kelas Writing has attracted 100+ participants and received positive testimonials for the clarity, structure, and usefulness of the materials. I also manage its digital presence, growing our community to 400+ Telegram members, 400+ Twitter followers, and 200+ Instagram followers. As of July 2025, these figures continue to grow. Get a glimpse of my portfolio: <https://rahmidwialyani.journoportfolio.com>

EXPERIENCE

Kelas Writing

April 2023 - Present

Initiator

- Responsible for producing educational videos covering both theoretical concepts and hands-on tutorials on the WordPress CMS; Managing social media content across Instagram, Twitter, and Telegram; Handling customer purchase transactions; Providing learning support and consultation to course participants.
- Result: [Pitch Deck](#), [Instagram](#), [Twitter](#), [Telegram](#), [Participants' Writings](#)

KOCO Indonesia

Oct 2022 - Feb 2023

Content Writer - Full Time Internship

- Optimize content on website pages through On-Page SEO. As part of the KOCO Star Learning Resources team, we have grown KOCO Star Learning Resource from 10+ articles to 400+ content marketing in a span of 4 months. We have grown exponentially on SEO from 80 organic keywords to 2.900 keywords.
- Tools: CMS Wordpress, Kadence Blocks, Headline Analyzer, AIOSEO, Google Spreadsheet
- Result: [Topik Belajar KOCO Star](#)

PT. Erajaya Swasembada, Tbk.

Aug 2022 - Sep 2022

Project-Based Intern: Erajaya Digital Marketer Virtual Internship

- Completed various digital marketing tasks, including keyword research, SEO analysis, market funneling, market research, and strategic planning, using tools such as Google Trends, Google Related Search, Ahrefs, and Google Analytics.

Niagahoster - Web Hosting Indonesia

June 2022 - July 2022

Project-Based Intern : Niagahoster SEO Outreach Virtual Internship

- Completed various task related with the activity of SEO Outreach such as Intro to SEO, Keyword Research, CMS, SEO Analysis, using Google Analytics, Ahrefs.

Metro Lampung News PRMN

Mar 2021 - Aug 2022

Content Writer

- Wrote a minimum of 5 news articles daily, covering diverse topics such as technology, economy, entertainment, sports, education, lifestyle, and religion. Contributed to achieving up to 600.000 monthly pageviews through consistent content output and engagement strategies.
- Result: <https://metrolampungnews.pikiran-rakyat.com/author/3803/rahmi-dwi-alyani>

Kompas TV Lampung	Sep 2018 - Dec 2018
Apprenticeship as Journalist	
<ul style="list-style-type: none">During my apprenticeship, my team and I conducted fieldwork by interviewing relevant individuals and capturing videos and photos. We then returned to the office to write the articles and submitted our work to the editor for review.	

EDUCATION

University of Lampung	2015 - 2020
Bachelor of Communication Studies - GPA 3.64	

HONORS/AWARDS

Bidikmisi Scholarship	2015 - 2019
<ul style="list-style-type: none">Issued by: The Government through The Ministry of Education and Culture; now known as The Indonesian Ministry of Research, Technology and Higher EducationAssociated with: University of LampungDescription: Awarded a full 4-year scholarship to pursue a Bachelor's degree in Communication Studies	

VOLUNTEERING

Indo Relawan (Warga Bantu Warga)	July 2021 - Sept 2021
Volunteers in The Generasi Bebas Covid Program Vaccine Information for Lampung Province	
<ul style="list-style-type: none">Collaborated with a team to gather information on the Covid-19 vaccine schedule in Lampung Province, which was made publicly accessible via the website vaksinasi.id, using social media as the primary tool; received a Certificate of Appreciation for the contribution.	

ADDITIONAL CERTIFICATIONS

Intro to Product Management
Publisher: RevoU
Result: PM-Online Course using JTBD and RACI
Product Management Short Class
Publisher: MySkill x Deloitte
Result: Mini Task Scrum Framework in Product Manager
TOEFL EPT (English Proficiency Test)
Publisher: The Language Center University of Lampung
Score: 483 (E-Certificate)