

RAHMI DWI ALYANI

SEO CONTENT WRITER

Bandar Lampung, Indonesia | +62 897 290 2395

[linkedin.com/in/rahmidwialyani](https://www.linkedin.com/in/rahmidwialyani) | rahmidwialyani@gmail.com

ABOUT

Hi! This is Rahmi, I am an SEO Content Writer with 2 years of experience in digital content, particularly in the EdTech space. Currently, since April 2023, I'm the initiator 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. Through this initiative, I've taught 100+ beginners, built a growing online community, and turned social content into real course sales. Get a glimpse of my portfolio: <https://rahmidwialyani.journoportfolio.com>.

EXPERIENCE

Kelas Writing Initiator	April 2023 - Present
<ul style="list-style-type: none">Created educational videos & hands-on tutorials on using WordPress CMSAchieved 100+ course sales (2023–2025) and provided consultations on writing, SEO, and publishingManaged sales transactions and mentored course participantsIncreased social media content strategy across Instagram (200+ followers), Twitter (400+ followers), and Telegram (400+ group members)Result: Pitch Deck, Instagram, Twitter, Telegram, Participants' Writings	
KOCO Indonesia Content Writer - Full Time Internship	Oct 2022 - Feb 2023
<ul style="list-style-type: none">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 SpreadsheetResult: Topik Belajar KOCO Star	
PT. Erajaya Swasembada, Tbk. Project-Based Intern: Erajaya Digital Marketer Virtual Internship	Aug 2022 - Sep 2022
<ul style="list-style-type: none">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 Project-Based Intern : Niagahoster SEO Outreach Virtual Internship	June 2022 - July 2022
<ul style="list-style-type: none">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 Content Writer	Mar 2021 - Aug 2022
<ul style="list-style-type: none">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 UI/UX Design
Publisher: Skilvul
Result: Perempuan Inovasi 2025 - UI/UX Design

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)