

# RIZQI WISNU MAULUDINO

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A seasoned SEO Content Writer with substantial experience in creating SEO-optimized content. Proficient in writing and editing content for different niches and performing SEO-aligned practices to produce high-quality content that increase leads and traffic with seamless adaptation to all brand tones. The one you ask for help from when you need exceptional content writing and research.

## Work Experiences

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### Tradecorp Indonesia - South Jakarta

May 2024 - May 2025

#### Content Writer

An East Jakarta-based shipping container company dedicated to providing industrial clients with high-grade, heavy-duty shipping containers

- Produced high-converting product descriptions and landing pages for 150+ new shipping container offerings in just 2 months to support Tradecorp USA's expansion in the U.S. and Latin American markets
- Led the strategic revamp of Tradecorp USA's website blog and product category pages, resulting in a 60% boost in organic traffic and 15% growth in customer leads within 6 months
- Assisted senior SEO specialists in preparing and compiling weekly SEO reports for Tradecorp Indonesia and Tradecorp USA's website keyword performance and search rankings
- Authored and edited 100+ SEO-driven blog articles on shipping industry trends, leveraging WordPress CMS and AI research tools to streamline production and ensure relevance
- Partnered cross-functionally with senior SEO specialists, web developers, and product teams to identify high-impact keywords and develop search-friendly content strategies
- Monitored and analyzed web content performance using Google Analytics and Google Search Console to ensure consistent visibility and ranking across Google's search engine results

### Origin Hope Media Group

Sep 2023 - May 2024

#### Freelance Content Writer

A UK-based content writing agency with members in the UK and Indonesia

- Produced over 200 thoroughly-researched articles, adhering to tight editorial standards for grammar, style, and factual accuracy ahead of deadline for both Indonesian and international audiences, including SME clients and media outlets
- Contributed to a 5–6% increase in client website traffic by delivering targeted, search-optimized content that consistently ranked well
- Ghostwrote 20+ top-performing news articles published by high-profile platforms (The Jakarta Post and Silicon Canals)

### Kontenesia

Sep 2021 - Apr 2024

#### Freelance Content Writer

A West Jakarta-based online content writing agency for startups and SMEs

- Developed compelling, SEO-optimized content tailored for small and medium enterprises (SMEs) across industries, including tech, design, tourism, and finance
- Conducted targeted industry and keyword research using SEO tools like Ahrefs, Google Insights, and SERP Similarity to ensure content relevance and performance
- Maintained a high editorial standard by proofreading and editing all deliverables before submission, ensuring clarity, tone consistency, and factual integrity
- Wrote and edited 200+ long-form articles (500–2,000 words) in both English and Indonesian, helping clients establish and boost online presence

### Engliven

Jun 2019 - Feb 2022

#### Part-time English Content Writer and Translator

A West Jakarta-based online English education course

- Boosted blog traffic by 8–10% in 2020–2021 through SEO-optimized publishing using WordPress and Yoast SEO plugin
- Designed and implemented the company-wide SOP for content writing and translation, streamlining workflow for full-time and intern teams
- Created blog content in both English and Indonesian, covering current events, language education, and digital trends
- Led content ideation and execution for Engliven's social media presence (Instagram, Twitter/X), expanding digital reach during 2019–

2020

- Supervised intern teams in producing and publishing multimedia content, while collaborating with major clients like Grab, PrivyID, and the Ministry of State Secretariat on English training and web content development

## Education Level

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### Universitas Indonesia

Sep 2020 - Mar 2023

*Master of Japanese Area Studies, 3.96/4.00*

- Graduated with summa cum laude (GPA of 3.97) degree
- Participated in a 4-month summer student exchange program at Kyushu University (April-July 2022)
- Winner of the Best Paper Position in the 7th Biennial International Conference of JSA-ASEAN held by Ateneo de Manila University in December 2021

### Universitas Brawijaya

Sep 2015 - Feb 2020

*Bachelor of International Relations, 3.34/4.00*

- Graduated with cum laude (GPA of 3.34) degree
- 2nd Runner-Up of the Spelling Bee Competition in the 2018 Asian English Olympics (AEO)
- Spelling bee and English conversation instructor in the university's English club (FORMASI)

## Organisational Experience

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### Forum Mahasiswa Studi Bahasa Inggris (FORMASI) UB - Malang, Indonesia

Dec 2017 - Dec 2018

*Head of Conversation Division*

A university-level English club dedicated to improving its members' English-speaking skills across different levels and specialties.

- Managed the division's work programs and taught English-speaking skills to the club's members
- Supervised the implementation of the division's work programs by giving insights and suggestions

## Skills and Work Tools

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- **Work Skills:** Content Writing, Content Planning, Copywriting, Content Marketing, Market Research, SEO Fundamentals (On-Page/Off-Page Optimization, Keyword Research, Link Building), Social Media, WordPress, EN-ID/ID-EN Translation, Basic Graphic Design, Time Management, Basic Web Page Building (HTML and CSS)
- **Content Writing Tools:** Google Workspace, Microsoft Office, WordPress, Grammarly, Canva, Jasper, ChatGPT, Perplexity
- **SEO Tools:** Google Analytics (GA4), Google Search Console, Google Keyword Planner (GKP), Ubersuggest, YoastSEO, SEMrush, Ahrefs