



# Rizqi Wisnu Mauludino

SEO Content Writer

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## SUMMARY

A Content Writer with 4+ years substantial experience in creating SEO-optimized content. Proficient in crafting content for different niches and performing research to create high-quality content to increase engagement and website traffic for 20+ clients. The one you ask for help from if you need some peerless content writing and crafting.

## EXPERIENCE

### Freelance Content Writer

08/2023 - Present

Origin Hope Media Group

- Develops and writes SEO-optimized daily news content on various topics such as Indonesia-based English news publications and foreign clients (SMEs, news websites)
- Wrote 200+ articles for OHMG clients with rigorous fact-checking and grammar, style, and spelling checks before target deadlines
- Generated 20+ most-viewed news pieces for domestic and foreign clients (The Jakarta Post, Silicon Canals, etc.)
- Utilizes AI tools (ChatGPT and Bard) to find preliminary topics for each publication before in-depth research and content writing
- Performs in-depth research for information and insights to ensure substantial richness and updated information
- Exhibits flexibility in writing with different tones and writing styles to match the specific demands of clients
- Improved organic traffic for the clients' websites by an average of 5-6%

### Content Writer

09/2021 - Present

Kontenesia

- Develops and writes SEO-friendly web content and other publications for Kontenesia's clients
- Performs research on industry trends (business, technology, design, culture, finance, tourism) for the articles intended for clients from the SMEs (small and medium enterprises) demographic
- Utilizes Google Trends, Ahrefs Keywords Generator, and SERP Similarity to search for the latest trends and inspiration for the relevant keyword for each article
- Upholds punctuality and multitasking skills to finish projects before deadlines
- Edits and proofreads content before forwarding it to the editors to maintain accuracy, consistency, and clarity
- Wrote 200+ English and Indonesian articles for clients with lengths of 1,000-2,000 words
- Created copywriting content for Instagram stories and PowerPoint presentations from Canva templates for designer clients from March to May 2022

### Freelance Translator and Content Writer

04/2020 - Present

PT Adicipta Inovasi Teknologi

- Composes web content in the Indonesian language about IT (cloud technology, financial technology, office administration, user experience, OCR/ICR, eKYC, AI, face recognition) from 2020-2021
- Creates English translations of Indonesian articles from AdIns about technology and business written by other writers
- Relied on CAT (MateCat, CafeTran) and NMT (DeepL) tools to perform grammar, spelling, and punctuation checks before rewriting the Indonesian articles in English based on SEO principles (keywords, internal links, external links, etc.)

### Content Writer and Translator

06/2019 - 01/2022

Engliven

- Created the SOP for content writing and translation services for all staff (full-time and intern staff)
- Wrote blog articles (in English or Indonesian) with topics related to ongoing events or English education

- Utilized WordPress and HTML as the primary tools for the content management system (CMS) that increased traffic for the website's blog by 8-10% in 2020-2021
- Discussed and planned content publications with other full-time and intern staff in WordPress and Instagram
- Collaborated with clients (Roketin, PrivyID, Ministry of State Secretariat of the Republic of Indonesia, Grab) to provide assistance in web content writing and English teaching for clients' staff

EDUCATION

**Japanese Area Studies**  
University of Indonesia - Master's degree

09/2020 - 01/2023

- Graduated with summa cum laude (GPA of 3.97)
- Winner of the Best Paper Position in the 7th Biennial International Conference of JSA-ASEAN held by Ateneo de Manila University in December 2021

**International Relations**  
University of Brawijaya - Bachelor's degree

09/2015 - 02/2020

- Graduated with cum laude (GPA of 3.34)
- 3rd Winner 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)

CERTIFICATES

**Japanese Language Proficiency Test (JLPT)**  
Japan Foundation

01/2023 - Present

Passed with a score of 118 in the N3 level.

**Test of English as a Foreign Language (TOEFL) 𠂇**  
LBI FIB UI (ETS)

10/2023 - 10/2025

Passed with a score of 663.

SKILLS

Content Research	Advanced	Time Management	Advanced
Search Engine Optimization (SEO)	Advanced	HTML	Intermediate
Communication	Advanced	Digital Marketing	Intermediate
Teamwork	Advanced	Google Analytics	Intermediate
Content Writing	Advanced	WordPress	Intermediate
Copywriting	Advanced	Graphic Design	Intermediate

LANGUAGES

Indonesian	Native	Japanese	Intermediate
English	Fluent		