Fatimah. M

Journalist & SEO Content Writer

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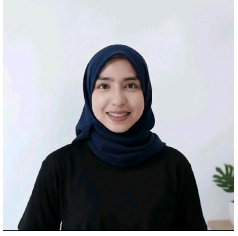
LinkedIn | Portfolio



Summary

Results-driven SEO Content Writer with 3+ years of experience crafting high-performing, keyword-optimized content across industries such as e-sports, legal, education, culinary, automotive, machinery, tech, etc. Skilled in content strategy, on-page SEO, and WordPress. Passionate about creating user-focused, search-friendly content that ranks and drives engagement.

Professional Experiences

SEO Content Writer
Doxadigital Creative Digital Marketing Agency - South Jakarta, Indonesia *(Remote)*
Oct 2025 – Present

Producing SEO-optimized web and blog content for clients across multiple niches. Then, collaborating with marketing teams to align content with brand goals and SEO best practices. Also, conducting keyword research and implementing on-page strategies to improve visibility and traffic.

SEO Writer
Doxadigital Creative Digital Marketing Agency - South Jakarta, Indonesia *(Remote)*
Nov 2023 – May 2024 (7 months)

Developed and optimized content for various clients, also conducted comprehensive keyword research to inform content strategies.

Admin & Journalist
Lidik Media - Palembang, South Sumatera, Indonesia
Nov 2024 – July 2025 (8 months)

Authored news articles and features following journalistic standards. Then, managed web content and social media engagement to expand audience reach.

SEO Intern
Cetta Online Class - Remote
Oct 2024 – Nov 2025 (1 year)

Assisted in crafting SEO-friendly content for educational materials and supported on-page optimization and analytics reporting.

Proofreader
MaxNovel - Freelance, Remote
Jul 2024 – Present

Edited and refined translated fiction manuscripts for flow and accuracy. Then, ensured grammar consistency and narrative clarity across multiple projects.

Content Writer
Tangerang Digital - Freelance, Remote
Oct 2023 – Mar 2024 (6 months)

Wrote SEO-optimized articles tailored to client needs and delivered content under tight deadlines while maintaining quality.

Content Writer
PergiKuliner.com - Freelance, Remote
May 2023 – Jan 2024 (9 months)

Conducted research on restaurants and culinary trends. Also produced engaging, informative articles for food enthusiasts.

Business Development Executive
EnergiHub Indonesia - Palembang, Sumatera Selatan, Indonesia (Remote)
Nov 2021 – Jan 2023 (1 year 3 months)
Designed SOPs to enhance marketing efficiency, developed targeted marketing strategies to resonate with environmentally conscious customers, and fostered connections between the brand and its audience.

Web Content Writer
JURNAL SUMSEL - Palembang, South Sumatra, Indonesia (Remote)
Nov 2021 – Apr 2022 (6 months)
Achieved a KPI of crafting 10 articles daily on diverse topics and delivered clear, engaging, and well-researched content.

Account Executive
MyRepublic - Palembang, South Sumatera, Indonesia
Jan 2019 – Nov 2021 (2 years 11 months)
Transitioned marketing strategies from door-to-door to digital platforms during the pandemic, created educational and entertaining content about WiFi technology. Also achieved top-selling status for six consecutive months in 2020.

Operational Staff
Dicoding Indonesia - Bandung, West Java, Indonesia
Mar 2018 – Jul 2018 (5 months)
Assisted in organizing events of provincial and national scope. Tested and evaluated game submissions for quality assurance.

Tools & Skills

SEO: On-page optimization, internal linking, SERP positioning
Content Management: WordPress
Writing: Storytelling, proofreading, copywriting
Technical: Basic HTML/CSS, prompt writing
Soft Skills: Attention to detail, time management, collaboration

Formal Education

Electro Engineering (D3 — **Palembang, Indonesia**
Polytechnic state of Sriwijaya — **2014 - 2017**

Business Analytics (S1) — **Remote**
Bina Nusantara Online — **2025-2027**

Certification

Speaking English Class — Palembang, Indonesia
English JOIN Palembang — Nov 2025

Certified Impactful Writer — Palembang, Indonesia
ImpactfulWriting — December 2023

Content Writing Palembang, Indonesia
Bizlab June 2023

Copywriting & SEO Indonesia
Skill Academy Ruangguru October 2021

Effective Communications Indonesia
Karier.mu September 2021

Copywriting Indonesia
HabisKerja September 2024

Website Class without Coding (Wordpress) Indonesia
HabisKerja September 2024