

Wicaksono Bagus Dewandaru

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<https://wicaksono.journoportfolio.com/>

Copywriter & SEO Specialist

I have combined experience as a business owner, YouTuber, & content writer. Now, I specialize in crafting compelling copies and powerful SEO strategies to deliver marketing success.

SKILLS

Hard Skills: Copywriting, Content Writing, SEO/SEM, Digital Marketing, Email Marketing, Web Development

Tool Proficiencies: Wordpress, Ubersuggest, Semrush, Google Analytics 4, Mailchimp, Brevo, Canva, Microsoft Office, Google Workspace

Soft Skills: Project Management, Creative Problem Solving, Time Management, Public Speaking

WORK EXPERIENCE

Copywriter & SEO Writer • Full-time • 11/2023 - Present Freelance • Indonesia

I offer my copywriting & SEO writing skills as a freelancer.

- Achieving a response rate of 30% to generate new leads via cold emails.
- Providing consultations about copywriting & email marketing to startups.
- Actively writing product descriptions, blogs, and social content per client's request.
- Completed the first copywriting job with a five-star rating on Upwork.
- Becoming a Rising Talent two months after signing up on Upwork.

Article & Content Writer • Full-time • 11/2022 - 10/2023 Latestanimenews • Remote

Latestanimenews was a small Austrian anime-focused media.

- Increased web traffic in 3 months through creative content strategies & applicable SEO practices.
- Built a loyal audience by consistently providing entertaining & mind-tickling articles.
- Planned a content strategy to ensure consistent & high-quality content.
- Brainstormed new blog ideas to create fresh & unique content.
- Promoted from the freelance position in 2 months.

Content Creator & Digital Marketer • Full-time • 06/2020 – 05/2023

Son The Speak • Indonesia

Son The Speak was my anime-focused YouTube channel & Instagram page.

- Gained 10,000 subscribers in the first year; 35,000 subscribers in the end.
- Landed brand deals & endorsements from multiple clients via email marketing.
- Collaborated with other YouTubers or influencers to create engaging content.
- Created opinion videos that sparked discussion & engagement.
- Reviewed a product & provided insights to the audience.

Business Owner • Part-time • 06/2019 – 03/2020

Iroiro Store • Indonesia

Iroiro Store was my dropshipping business that provided various anime-themed merchandise.

- Increased sales by 15% through offering bundle deals & cross-selling products.
- Developed a strong brand identity through consistent branding & messaging.

EDUCATION

Hayam Wuruk Perbanas Surabaya University

Undergraduate in Accounting • Surabaya, Indonesia • GPA: 3.88 • 08/2017 – 04/2021

CERTIFICATIONS

The Complete Copywriting Course: Write to Sell Like a Pro

Udemy | Tamsin Henderson

Copywriting: Master Content Writing & Copy Writing

Udemy | Phil Ebiner & Brian Birmingham

Write Magnetic Emails: Your Superpower at Work + in Business

Udemy | Tamsin Henderson

10 Email Marketing Strategies That Make Me 6-Figures

Udemy | Nik Swami

SEO Training Masterclass: Beginner To Advanced SEO

Udemy | Alex Genadinik

Advanced SEO Strategies 2024 – Level Up Your SEO Knowledge

Udemy | Joshua George

Wordpress for Beginners Course: Master Wordpress Quickly

Udemy | Andrew Williams

AWARDS & SCHOLARSHIPS

3rd Winner of JAF Accounting Championship (Paper) 2020 • 10/2020

Jember University

2nd Winner of DASH Accounting Paper Competition 2020 • 09/2020

Diponegoro University

1st Winner of Accounting Paper Competition 2020 • 01/2020

Hayam Wuruk Perbanas Surabaya University

Student Exchange Program Recipient • 04/2019

Hayam Wuruk Perbanas Surabaya University