

# MELA RUSNIKA

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## COMMUNICATION STRATEGIST & CONTENT LEAD

I am a Communication Strategist and Content Lead with a passion for storytelling-driven writing. Specializing in SEO content editing, UX writing, social media content writing, copywriting, and scriptwriting, I enjoy crafting content that not only engages but also adds value. I thrive in leading writer teams, streamlining editorial workflows, and developing content strategies that help brands connect meaningfully with their audiences.

## PROFESSIONAL EXPERIENCES

### **Senior SEO Content Editor - ToffeeDev: June 2022 - present**

- Led a team of writers to develop high-quality SEO-driven editorial content across multiple industries.
- Managed content production lifecycle from ideation to publishing, ensuring alignment with brand voice and audience insights.
- Conducted in-depth content audits and optimization using SEO tools (Surfer and Google Analytics) to boost organic reach.
- Mentored junior content writers, refining their writing and editorial standards to maintain consistency and quality.
- Optimized publishing workflows using CMS platforms (WordPress, Strapi, October, Shopify), improving efficiency in content distribution.

### **Digital Creative & IT Coordinator – PeaceGeneration Indonesia: June 2021 - June 2022**

- Led and mentored a cross-functional team of social media strategists, content writers, designers, and IT specialists.
- Transformed PeaceGen into a sustainable social enterprise by leveraging digital media and scaling content production.
- Oversaw content strategy and publishing for three Instagram accounts, achieving significant audience engagement.
- Led the development of landing pages and web features, working closely with IT to enhance digital visibility.
- Successfully promoted 4 team members to senior roles by developing a structured mentorship and training program.

### **Digital Media Officer – PeaceGeneration Indonesia: January 2021 – June 2021**

- Created and edited content for two social media accounts and websites, ensuring storytelling effectiveness.
- Managed content calendar and coordinated publishing schedules to maintain audience engagement.
- Implemented SEO best practices to increase website traffic and content discoverability.

**Project Officer – PeaceGeneration Indonesia (Aug 2019 – Dec 2021)**

- Designed and executed impactful projects promoting peacebuilding and diversity through digital storytelling.
- Managed partnerships with NGOs, media, and government entities to amplify project reach.
- Facilitated workshops and training for youth, strengthening leadership and conflict resolution skills.

**Freelance SEO Content Writer - Alfa Media: June 2019 – February 2020**

- Wrote 5-6 high-quality SEO-optimized articles per day, covering diverse topics such as digital business, automotive, and lifestyle.
- Developed research-based content that ranked on Google's first page, improving clients' digital presence.

**Social Media Analysis Intern – PeaceGeneration Indonesia: July – August 2019**

- Conducted a comprehensive analysis of Instagram's content requirements and demographics.
- Provided visual suggestions and recommendations to the graphic design team to enhance Instagram content.
- Identified key content areas and themes for future Instagram content based on demographic analysis.

**Project Assistant - Maarif Institute: August – October 2018**

- Collaborated with high schools in the Greater Bandung area to implement the Creator Muda Academy program.
- Established communication channels with schools and facilitated their participation in program activities.

## **MY FOCUS AREAS**

**Technical Expertise**

- **SEO Content Editing:** Optimizing content for search engines while maintaining narrative quality.
- **Copywriting:** Crafting persuasive text for ads, landing pages, and social media.
- **UX Writing:** Creating user-friendly microcopy for digital products.
- **Scriptwriting:** Writing scripts for videos, podcasts, and multimedia content.
- **Storytelling:** Implementing narrative techniques to make content engaging and relatable.
- **Content Strategy:** Developing audience-centric strategies based on research and trends.
- **Editorial Planning & Workflow Optimization:** Managing content calendars and streamlining production.
- **Multichannel Content Creation:** Adapting content for platforms like Instagram, LinkedIn, and websites.

## Leadership & Strategic Skills

- **Creative Team Leadership:** Guiding content teams to create impactful narratives.
- **Project & Stakeholder Management:** Ensuring smooth execution of content initiatives.
- **Mentoring & Talent Development:** Coaching team members to refine their skills.
- **Data-Driven Content Optimization:** Using insights to enhance engagement and strategy.
- **Cross-Functional Collaboration:** Working with design, product, and marketing teams.
- **Problem Solving & Creative Thinking:** Crafting innovative solutions for content challenges.

## EDUCATION

**Islamic State University Sunan Gunung Djati Bandung**

Study of Religions | IPK: 3.73 | Cumlaude

## TRAININGS

- Workshop Leadership: Creating a Culture of High-Performing Team by Dale Carnegie
- Workshop Leadership by ToffeeDev
- Mini Course Digital Marketing by RevoU
- Copywriting: Trik Merangkai Kata untuk Tingkatkan Penjualan by Skill Academy Ruangguru
- Google Analytics for Beginners by Skillshop (Google Digital Academy)
- Google Ads Search by Skillshop (Google Digital Academy)

## AWARDS

- 1st place in the Inspirational, Optimistic, and Exemplary Women's Writing Competition, 2021.
- Top 50 writing competition for Indonesia Millennial Movement, 2018
- 20 Finalists of Islamic Millennial Essay Writing Competition, 2018
- Top 25 of Tolerance Reflection Writing Competition in Indonesia, 2018

## PORTFOLIO

[You may review my portfolio HERE.](#)