

DIAN ROSALINA

EDITOR

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SUMMARY

Journalist and Editor based in Jakarta with experience in online lifestyle media. Skilled in content editing and writing, SEO-aware content optimization, event coverage, interviews, contributor management, and advertorial writing. Experienced in producing high-quality editorial and branded content that supports organic traffic growth and meets editorial standards.

PROFESSIONAL EXPERIENCE

Editor, CXO Media (Trans Digital Lifestyle Group CT Corp)

Dec 2021 - Present

- Edited and wrote editorial content and advertorial for cxomedia.id, contributing to an average of 2+ million page-views per year, generated purely through organic traffic.
- Applied SEO-aware editing and writing practices that supported strong organic visibility and long-term content performance.
- Contributed to multiple articles appearing on the first page of Google Search, supported by sustained organic traffic without paid promotion.
- Managed writers and external contributors by assigning topics, guiding story angles, and providing editorial feedback to maintain content quality and publishing consistency.
- Conducted on-site and virtual coverage of events, press conferences, and media briefings, and interviewed public figures, industry leaders, and brand representatives

Content Specialist, KLINIKOO

Nov 2020 - Dec 2021

- Strategize and create content plans for platform apps and Instagram.
- Producing creative content including polls on Instagram, feed, campaign, and social media interactions

Journalist, kumparanMOM (Kumparan)

Oct 2018 - Dec 2020

- Contributed to consistent, high-quality content output by writing current and evergreen articles on parenting, health, sex and relationships, and maternal health.
- Delivered well-researched and credible stories by conducting in-depth coverage and interviews with relevant sources for feature and news articles.
- Successfully produced brand-focused advertorials and copywriting that aligned editorial integrity with marketing objectives.

SKILLS

Proofreading and Editing

Simple Design with Canva

Voice Over

Writing articles and copywrite

Short Video Editing with CapCut

Social Media Content Creation

EDUCATION

Bachelor of Communication

Sep 2011 - Sep 2015

Jakarta Institute of Social and Political Science

- Journalism Concentration
- GPA 3,23

ADDITIONAL INFORMATION

- Languages:** English, Indonesia

- Certifications:** Sertifikasi Wartawan Muda Dewan Pers (2023)