

SYAFNA ALIFA ANDWITOPUTRI

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PROFILE

Graduate of International Relations with experience in SEO content writing across news and industrial sectors. Skilled in keyword research, SEO writing, and content optimization. Experienced in performance monitoring using SEO tools such as Google Search Console, SEMrush, and Ahrefs. Proven ability to produce data-driven content and implement on-page SEO strategies to improve search visibility. Strong analytical thinking, adaptability, and a global perspective.

EDUCATION

Universitas Jenderal Soedirman - Banyumas, Indonesia August 2021 – August 2025
Bachelor of International Relations, GPA: 3.77/4.00

WORK EXPERIENCE

PT Taharica October 2025 – April 2026
SEO Intern Jakarta, Indonesia

- Conducted keyword and topic research using Ubersuggest to align content with product goals and emerging search trends.
- Wrote and published 1–2 SEO-optimized articles daily (educational, product knowledge, and news) via WordPress CMS, ensuring proper structure, readability, and metadata optimization.
- Managed content publishing and on-page SEO implementation, including title tags, meta descriptions, and internal/external linking strategies.
- Monitored indexing status and site performance using Google Search Console, analyzing impressions, CTR, and rankings to support content optimization.
- Drove organic growth by increasing clicks 84%, improving CTR, and boosting average ranking position through SEO content optimization.

Kapanlagi Youniverse February 2024 – June 2024
SEO Content Intern Jakarta, Indonesia

- Conducted daily keyword research by Google Trends, delivering 10+ trending keywords and developing optimized long-tail keywords to boost content visibility.
- Analyzed articles performance on Google Discover to identify audience behavior and improve SEO strategies.
- Ensured structured data accuracy through schema markup input on targeted articles to support rich search display and improve reader accessibility.
- Built and maintained high-quality backlinks to strengthen domain authority and drive organic traffic.
- Utilized SEO tools such as SEMrush and Ahrefs for keyword analysis, performance tracking, and strategy for optimization.

SKILLS

Language: Indonesian (Native) and English (Professional Reading & Basic Communication)
Tools: SEMrush, Ahrefs, Ubersuggest, Google Search Console, Google Trends, WordPress, Canva, Microsoft Office, Google Workspace
Skills: SEO, Keyword Research, Content Writing, On-Page SEO, Content Optimization, Analytical Thinking, Research, Problem-Solving, Teamwork
Portfolio:
<https://drive.google.com/file/d/1t1tEf-WFd3knePFpss1sObnv8fCO0WBj/view?usp=sharing>