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Dany Mauriz Gibran, SEO Specialist

A driven and results-oriented SEO Specialist with 3+ year of experience optimizing websites for search engines. My keyword research, technical SEO, and content optimization skills have helped my clients achieve higher search engine rankings and increased organic traffic. My most outstanding achievement to date is contributing 4K+ installs from a total install of 72K+ which are average of 5% of organic conversions over 12 months. I am known for staying up-to-date with the latest SEO trends and techniques.

Details

Nationality Indonesian Place of birth Cilegon
Date of birth 07/07/1996

Employment History

SEO Specialist at CNBC Indonesia, Jakarta

June 2023 — Present

Responsibilities:

- Developing SEO strategy for CNBC Indonesia website to increase organic traffic as main goals
- Conducting competitor analysis to get insight about what topics are trending in many business and news media
- Collaborating with the Managing Editor and Reporter to execute hard news and evergreen content based on keyword research
- Implementing content angles (5W+1H) as a guidelines for writing news article
- Synergy with Product Managers to identify and resolve technical SEO issues affecting website performance, including crawl-ability, indexing and site speed to get more visible in google results (Search, Discover, and News)
- Monitoring key performance indicators (KPIs) related to SEO goals, such as organic traffic and keyword rankings
- Reports with stakeholders, summarizing SEO performance and highlighting achievements and areas for improvement.

Achievement:

- Increased Page View (PV) around 4 Million to 5.2 Million per day under a year
- Increased Average Unique Visitor (UV) around 1.3 Million to 1.7 Million per day under a year

SEO Specialist at Bigevo Agency, Jakarta

October 2022 — June 2023

Responsibilities:

- Optimizing bigevo website content, meta tags, and structure for search engine visibility.
- Performing technical SEO audits and implementing technical fixes to improve website performance.
- Collaborating with other team members, such as content marketers and web developers, to ensure a cohesive and effective SEO strategy.
- Creating and delivering SEO performance reports to clients, demonstrating the value of SEO efforts.
- Continuously researching and implementing the latest SEO industry trends and best practices.

Achievement:

- Increased Bigevo's website visibility from 6.55% to 9.18% in Q4.
- Increased organic traffic from 5.62K to 16.1K in Q3-Q4

SEO Specialist at Investasiku.id by Mega Capital Sekuritas, Jakarta

September 2021 — October 2022

Responsibilities:

- Identify and analyze market opportunities to bring in organic traffic.
- Developing and implementing white-hat SEO strategies.
- Conducting research and analyzing which keywords are best to target the audience.
- Create, edit, publish and share daily blog posts to gain visibility in online presence.
- Working cross-functionally with web development and product to plan SEO strategies.
- Troubleshooting and providing solutions taken from Semrush site audits to web developers.
- Evaluating and monitoring SEO performance to provide beneficial advice and report to the manager.

Achievement:

- Gained InvestasiKu's website visibility from 0% to 27.55% and 2,61M+ impressions over 12 months.
- Generated total clicks of 92.600+ and 3,6% CTR over 12 months.
- Contributed 4K+ installs from a total install of 72K+ which are average of 5% of organic conversions over 12 months.

Education

Bachelor of Accountancy, Telkom University, Bandung

March 2015 — January 2020

Links

[Linkedin](#)

[CNBC Indonesia](#)

[Big Evo](#)

Skills



Email Marketing



Digital Marketing



Content Marketing



Semrush



Google Search Console



Google Analytics

Courses

SEO Certified at Hubspot

June 2021 — April 2023

Languages

 **English** Very good command

Hobbies

Stocks Trading