

RATNA PUJI ASTUTI

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SUMMARY

A digital marketing and SEO professional with agency and corporate experience, actively developing and executing integrated campaigns across diverse industries. Skilled in **project management, content strategies, digital marketing setup and SEO strategies**, I proven leading projects that **achieved ranking on SERPs & AI Overview, 50-100% increase in engagement, and 10-20% monthly improvement in organic visibility**. I have strong willingness to learn with focus on creating strategic initiative & executing effectively to drive business growth.

WORK EXPERIENCE

PT Sribu Digital Kreatif – *Digital Marketing & SEO Specialist (On-site)* *Jan 2025 – Jan 26*

PT Sribu Digital Kreatif is a crowds-sourcing platform which have Sribu Solutions, a digital service and consulting company.

- Led **end-to-end digital marketing projects from strategic planning** (website architecture, copywriting, content writing, on-page SEO, off-page SEO, Technical SEO, email marketing, Meta Ads & Google Ads) **to evaluation** (monitoring, optimization & providing strategy recommendations).
- **Successfully improved SEO performance**, resulting in **multiple keywords ranking on the 1st page and visible on AI overview**.
- **Increased 15-20% growth per month in organic visibility** for all page and blog page.
- Handle technical configurations such as **GA4, GTM, GSC, Looker Studio, and CMS platforms**.

PT Digital Creative Media Indonesia – *Content Planner Intern (On-site)* *April – July 2023*

PT Digital Creative Media Indonesia known as Metasocial Indonesia is a digital marketing agency in Yogyakarta.

- Developed Instagram content strategies **for 5 brands**, delivering **15+ high quality weekly content plans**.
- Orchestrated **end-to-end content plans** by integrating **SEO-driven keyword research**, content writing, design brief and content schedule.
- **Directed creative team** to produce content maintaining **100% consistency** in brand voice, tone, and style guideline for diverse client portfolios.

PT Gama Inovasi Berdikari – *Marketing Intern (On-site)* *February – June 2023*

PT Gama Inovasi Berdikari is a company engaged in accelerating business innovation in Yogyakarta and owned by Universitas Gadjah Mada in MSIB Kampus Merdeka Program Batch 4.

- **Developed brand and marketing strategies** for digital watch product in **Instagram, driving over 100% growth in traffic and audience engagement**.
- Executed **end-to-end content production** from research, creative production to posting and performance analysis to deliver **strategic insight and recommendation** for brand growth.
- **Optimized LinkedIn brand positioning** by managing full-cycle content and audience growth, resulting **50-60% increase in brand impressions and community engagement**.

PT Gama Multi Usaha Mandiri – *Public Relations Intern (On-site)* *August – December 2022*

PT Gama Multi Usaha Mandiri is a holding and investment company in Yogyakarta and owned by Universitas Gadjah Mada in MSIB Kampus Merdeka Program Batch 3.

- Created and produced **100+ stories, 10 posts, and 6 reels** Instagram content for hospitality business.
- Supported **integrated brand communication** through social media management, content creation, press release, and promotional materials to drive awareness and sales.

- Coordinated **communication efforts** with PR teams from other business units and delivered **regular performance reports to PR Manager**.

EDUCATION

Universitas Pembangunan Nasional “Veteran” Yogyakarta *September 2020 – April 2024*
Communication Science | Marketing Communication concentration | GPA : 3.8/4.00

- 2nd Winner on Advertising Bootcamp 4.0 Program by Persatuan Perusahaan Periklanan Indonesia (P3I), Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) & Google.
- Participate in Magang Bersertifikat Kampus Merdeka Program Batch 4.
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ORGANIZATION EXPERIENCE

Bye Bye Plastic Bags Jogja – *Staff Communication (Hybrid)* *January 2022 – January 2023*
Bye Bye Plastic Bags Jogja is NGO focused in environment main located in Bali.

- Initiated and maintained **communication with 15+ stakeholders** for sponsorship purposed.
- Collaborated with cross-functional teams to coordinate outreach strategies, event planning, and public awareness efforts aligned with organization goals.

CRAST 107,8 FM – *Staff Human & Media Relations (Hybrid)* *June 2021 – May 2022*
CRAST 107,8 FM is radio community of communication student UPN “Veteran” Yogyakarta.

- Managed **end-to-end communication with 11 media partners**-including coordination, negotiation, scheduling, reporting, and maintain relationship.
- Created and managed engaging content across TikTok, Instagram, and Twitter.

CERTIFICATION

Content Marketing Certification by HubSpot Academy *August 2024*
Digital Marketing Certification by Badan Nasional Sertifikasi Profesi (BNSP) *March 2024*
Digital Marketing & E-commerce Certification by Google *December 2023*

ADDITIONAL

Hard Skills : Digital Marketing | On-Page SEO | Off-Page SEO | Technical SEO | Content Creation | Social Media | Ads Planning | Project Management |

Soft Skills : Communication | Teamwork | Agile | Collaborative | Leadership |

Language : Bahasa Indonesia | English |

Interest : Digital Marketing | SEO Specialist | Social Media Specialist |