

Agung Setiawan
Digital Marketing | SEO Specialist | IT Support

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I'm Agung Setiawan, a Marketer with a specialization in SEO and 4 years of experience crafting and executing impactful strategies across a variety of industries, including Financial Technology, Law, Food & Beverage, Health, Creative Agency, and Fashion. My expertise spans both B2B and B2C models, where I've delivered traffic growth to 900% and increased conversion rate 70% through a blend of keyword research, technical SEO, content optimization, and strategic marketing insights. With a broad understanding of digital marketing and a deep focus on SEO, I thrive on driving sustainable growth and helping businesses stand out in competitive online landscapes.

EXPERIENCE

SEO Specialist - Biota Smart Home - July 2025 - Present

Job desc SEO Specialist

- Performing in Taxonomy Research, keywords research , Created article content a day.
- Conducting in-depth SEO audits and competitive analysis to improve organic performance by using Ahrefs and Screaming Frog.
- Optimizing on page content by identified low hanging fruit, featured snippet, content enrichment and zero traffic by using Ahrefs and Google Search Console.
- Optimizing on page technical by creating sitemap, robots.txt, hreflang meta tag, 301 redirection and implemented structured data.
- Collaborating with UI/UX and Product team to improve experience in website navigation and increase conversion rate.
- Collaborating with Tech Team to improve Core Web Vitals , increase loading speed of Biota Smart Home website and use Server Side Rendering.

SEO Specialist & IT Support – Mutiara Mutu Sertifikasi April 2024 - April 2025

Job desc SEO Specialist

- Performing in Taxonomy Research, Created 3 content briefs as per content role a week.
- Conducting in-depth SEO audits and competitive analysis to improve organic performance by using Ahrefs and Screaming Frog.
- Optimizing on page content by identified low hanging fruit, featured snippet, content enrichment and zero traffic by using Ahrefs and Google Search Console.
- Optimizing on page technical by creating sitemap, robots.txt, hreflang meta tag, 301 redirection and implemented structured data.
- Collaborating with UI/UX and Product team to improve experience in website navigation and increase conversion rate.
- Collaborating with Tech Team to improve Core Web Vitals , increase loading speed of Mutiara Mutu Sertifikasi website and use Server Side Rendering.
- Collaborating with the Social Media team to implement content amplification.
- Performing in off page optimization by doing link building exchange in Community.
- Successfully increase the traffic +900% and conversion rate (leads generation) 70%

Job desc IT Support

- Hardware & Software Maintenance
- Installing, configuring, and maintaining computer devices, printers, scanners, and network devices.
- Ensuring that the software used is the latest version and legal.
- Network Management
- Assist in setting up and maintaining local area networks (LANs), internet connections, and server systems.
- Ensure network connections are stable and safe from interference.

- System Administration
- Create and manage user accounts, access rights, and routine data backups.
- Document the company's IT assets and systems.

SEO Specialist – WeAre Group Digital Agency June 2020 - February 2023

- Handled its client : Investree, Deribit, Lemonilo, Morula IVF, American Standard and daya.id
- Performed in Taxonomy Research, Created 3 content briefs as per content role a week.
- Optimized on page content by identified low hanging fruit, featured snippet, content enrichment and zero traffic by using Ahrefs and Google Search Console.
- Optimized on page technical by created sitemap, robots.txt, hreflang meta tag, 301 redirection and implemented structured data.
- Optimized author page to increase E-E-A-T score.
- Collaborated with UI/UX and Product team to improve experience in website navigation and increase conversion rate.
- Collaborated with Tech Team to improve Core Web Vitals , increase loading speed of client's website and use Server Side Rendering.
- Collaborated with Social Media team to implement content amplification
- Performed in off page optimization by doing link building exchange in Community.

EDUCATION

- **Universitas Terbuka**

**September 2023 -
Present**

Information System Department

- **SEO Revolution Bootcamp – Komunitas SEO Indonesia**

12 interactive sessions spanning key areas from technical SEO to strategic planning and execution. Learn about fundamentals to advance SEO, mentorship, measurement and optimization

SKILLS

- Collaboration
- Innovation
- Adaptable
- Critical thinking
- Growth Marketing
- Technical SEO
- Seo content writing
- Google Ads

Tools Mastering

- Google Analytics
- SEMRush
- Ahrefs
- WordPress
- RankMath
- ChatGPT
- Google Tag Manager
- Google Trends
- Google Search Console
- Screaming Frog
- Google Ads