

ARYA DIFA HENDRAWAN

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Informatics Engineering graduate with hands-on experience in SEO, content strategy, and web analytics in fintech and education sectors. Skilled in driving organic traffic through keyword research, technical SEO, and creating high-performing content that ranks and supports business goals. Strong at bridging technical and marketing efforts, with a solid foundation in web technologies and cross-functional collaboration. Open to full-time, contract, or freelance roles in SEO, digital marketing, or related fields.

EDUCATION

Bachelor of Computer Science, Universitas Ahmad Dahlan Sep 2020 – Aug 2024
Major: Informatics Engineering
GPA: 3.61

PROFESSIONAL EXPERIENCE

SEO Specialist, PT. Indo Koala Remittance (Jack & Transfez) Sep 2024 – May 2025

- Conducted keyword research and produce monthly blog content for Jack (35,000–45,000 weekly organic visits) and Transfez (15,000–25,000) to support SEO performance and achieve business growth objectives
- Optimized underperforming content by refining meta tags, improving internal linking, and rewriting content to boost impressions, clicks, and search rankings
- Performed weekly website audits using SEMrush, Screaming Frog, and Google Search Console to identify and resolve issues such as broken links, toxic backlinks, crawl errors, indexing issues, and status code errors
- Execute link-building campaigns through backlink exchange partnerships with relevant businesses and outreach via PR platforms such as Qwoted and Featured.com, increasing DA/PA and brand visibility
- Prepared weekly SEO reports tracking organic traffic performance, target keyword rankings, and DA/PA metrics using Google Analytics and other SEO tools

- Collaborated with the Tech team to implement technical SEO improvements, including .htaccess and robots.txt adjustments to resolve crawling and malware infected links issues
- Improved PageSpeed Insights by auditing plugins and scripts, identifying which WordPress plugins to use to enhance Core Web Vitals and reduce load time.
- Modified website design and layout using Elementor page builder plugin
- Worked with the SEO & ASO Manager under the Growth Digital department to align SEO efforts with broader digital marketing goals for both brands.

HTML Writer Intern, PT. Dialogika Persona Indonesia Mar 2024 – Jun 2024

- Develop and modify web pages on Dialogika's official website, helped develop dialogika.co/intern/resume using HTML, CSS, Bootstrap, and JavaScript.
- Implemented commenting on the dialogika.co/blog using Disqus to enhance user interactions on the blog.
- Conducted keyword research and wrote SEO-optimized articles on education-related topics for the Dialogika blog
- Analyzed website traffic and user behavior using Google Search Console, Google Analytics, and Hotjar to identify UX improvement opportunities.
- Supported a capstone project (in collaboration with Universitas Ahmad Dahlan) to migrate dialogika.co/blog to WordPress CMS.
- Worked under the Branding Department on creating and optimizing digital content to ensure consistency across all digital branding efforts.

Android Developer Intern, CV. Gama Putra Santosa (GPS) Oct 2023 – Jan 2024

- Developed the frontend of a Point-of-Sale (POS) app, or a digital cash register system, using Java and XML.
- Performed API integration using the Retrofit library to facilitate user authentication, order processing, and user management within the POS app.
- Collaborated with a team of backend developer, system analyst, and UI/UX designer to ensure the completion of the project.

COURSES & CERTIFICATIONS.

Google Ads Search Certification,

Apr 2026

<https://skillshop.credential.net/cf1821a1-a303-4419-8b5d-e6671b40c76a#acc.rgcaGB8L>

The certification covers essential topics such as developing Google Search Ads strategies, optimizing campaigns using solutions like Smart Bidding, increasing leads and traffic, and aligning marketing plans with business goals and budgets.

SQL (Basic) Certificate, HackerRank

Jun 2025

<https://www.hackerrank.com/certificates/81b116e43250>

Demonstrated understanding of basic SQL concepts including SELECT, WHERE, filtering, sorting, aggregations, joins, and subqueries through SQL coding challenges

Google Analytics Certification,

Nov 2024

<https://skillshop.credential.net/6a366b90-6447-499e-b218-8605d29a2776>

The certification course covers essential topics such as tracking metrics, creating reports, and making data-driven decisions to enhance marketing strategies.

EF SET English Certificate,

Aug 2024

<https://cert.efset.org/nShGnx>

Scored 73/100 (C2 Proficient)

SKILLS

Tools

Semrush, Screaming Frog SEO Spider, Strapi, Looker Studio, Google Analytics, Google Search Console, Git, Visual Studio Code, Android Studio

Programming

HTML, CSS, Tailwind CSS, Bootstrap, JavaScript, Java, Python, SQL

Design & Collaboration

Figma, Canva, Google Docs, Google Slides, Word, PowerPoint, Excel