

Andi Permana

Jakarta, Indonesia | P: +62 123456789 | permana.andi@gmail.com | linkedin.com/in/andi-permana

EXPERIENCE

TOKOPEDIA

SEO Lead

January 2019 – January 2021

- Collaborate closely with the product team on SEO efforts and the development of a product roadmap.
- Work with the Web Platform and Product Teams to increase revenue from Google organic search.
- Increase the New Session for Tokopedia website visitors by up to 40% each month.
- Work with the Web Platform team to automate monitoring and web metrics.
- Identifying and resolving issues on websites that are affecting Google rankings, with an error rate of up to 20% every quarter.

TOKOPEDIA

SEO Specialist

March 2018 – January 2019

- Implement SEO best practices to boost the visibility of "Tokopedia Find".
- Increased online visitor awareness of "Tokopedia Find" by 76 percent.
- Improve "Tokopedia Find" on both the Tokopedia app and website.
- Collaborate with product teams and web platforms to create digital products for Tokopedia users.

EV HIVE

Digital Marketing (SEO & SEM Specialist)

August 2017 – March 2018

- Increased the number of visitors by 150 percent in seven months.
- Increase in the number of visitors to a website by 2x per month as a result of the ongoing SEO campaign.
- Increase website visitor satisfaction based on data from Engagement Metrics such as Bounce Rate, Page Views, and Average Time on Site.
- Keyword research, content creation, link building, and analysis of results
- SEM optimization to reduce cost per acquisition up to 30%.

EDUCATION

BINUS University

2013 - 2017

Bachelor of Management, Cumlaude 3.81 GPA

Dankook University Spring Program 2016

2016 - 2016

International Business

SKILLS

- SEO
- Google Adwords
- Google Ad Planner
- Copywriting
- Digital Marketing
- SEM
- Google Analytics
- Content Marketing

