



Sri Astuti (Ran)

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S U M M A R Y

Hi! My name is Sri Astuti, but I am familiarly called Ran. I have a Bachelor's degree in Communication Studies. With over 5 years of experience in Digital Marketing — including 3+ years specializing in SEO — I have developed strong skills in On-Page, Off-Page, and Technical SEO. I have a proven track record of delivering solid results across multiple industries, including AI technology, insurance, cosmetic manufacturing, and digital marketing agencies.

E X P E R I E N C E

09/2024 – Present

Digital Growth (SEO Specialist)

PT. Biwel Group

Biwel Group is a cosmetic manufacturing (maklon) company in Indonesia.

- Led full website recovery from a security breach — including malware cleanup, toxic backlink disavowal, and Google reconsideration request submission — successfully restoring domain credibility and organic search visibility.
- Executed comprehensive technical SEO fixes using Screaming Frog and Google Search Console: resolved crawl errors, broken links, redirect chains, and indexation issues across the entire website.
- Developed and implemented an AI-assisted content strategy to produce SEO-optimized articles and product pages at scale, aligned with target keyword clusters.
- Conducted in-depth keyword research to identify high-intent opportunities for the cosmetic manufacturing niche (B2B focus).
- Built and managed an off-page SEO and backlink acquisition strategy using Ahrefs/SEMrush, targeting high-DA, industry-relevant domains to strengthen domain authority.
- Monitored and analyzed SEO performance via GA4 and Google Search Console; delivered regular reports with actionable insights and improvement recommendations.
- Managed Google Ads campaigns, supporting keyword targeting and ad performance monitoring.
- Handled brand presence on LinkedIn and Instagram, aligning social content with SEO and digital marketing strategy.
- Created and managed product listings and paid ads on Alibaba to expand B2B digital reach.

09/2023 – 08/2024

Search Engine Optimization Specialist

PT Roojai Insurance Agent

Roojai is a multinational insurance company from Thailand operating in Indonesia.

- Developed and executed comprehensive SEO strategies to increase organic traffic, improve keyword rankings, and enhance overall website visibility.
- Optimized on-page SEO elements and provided actionable recommendations for content creation based on keyword research findings.
- Monitored and analyzed SEO performance metrics using Google Analytics, Google Search Console, and Ahrefs.
- Performed backlink tracking, competitor monitoring, and in-depth analysis.
- Streamlined internal linking structure to boost page authority and improve user experience.
- Generated regular reports to track progress and identify areas for improvement.

07/2020 – 08/2023

Digital Marketing Specialist

PT Sinergi Digital Teknologi (Lenna AI)

Lenna AI is a leading AI-powered CRM startup in Indonesia.

- Responsible for Lenna-brand on-page and off-page SEO operations.
- Executed SEO White Hat Strategy and monitored competitor activity.
- Conducted competitive site analysis and performed SEO audits.
- Monitored and managed backlink profile health.
- Created monthly email marketing campaigns (CRM/push notifications).
- Developed content strategy for social media and SEM.
- Championed a data-driven approach to decision-making, consistently evaluating and adjusting strategies based on insights gained.

02/2017 –
03/2020

SEO Content Writer

PT. Digital Niaga Solusindo

DNS was a Digital Marketing Agency in Indonesia.

- Managed on-page SEO operations for client websites (Spring Air & Therapedic), including content writer management and main-page SEO improvement.
- Observed and analyzed the latest SEO trends and Google Search Ranking Algorithm updates.
- Tracked, analyzed, and reported key organic metrics to continuously improve client search rankings.
- Leveraged social media platforms to amplify published content, driving traffic back to client websites.
- Increased keyword rankings through diligent research and optimizing on-page elements.

E D U C A T I O N

07/2016 –
10/2020

Communication, Advertising

Universitas Muhammadiyah Tangerang

Bachelor's Degree

C E R T I F I C A T E S

10/2021

DigitalMarketing Course

RevoU

S K I L L S

SEO Strategies (On-Page, Off-Page, Technical)

Google Search Console & GA4

Ahrefs / SEMrush / SERanking

Screaming Frog

Content Marketing & Copywriting

Google Ads (Paid Search)

Web Content Writing

Marketing Analytics & Reporting

User Experience

Familiar with HTML & CSS

L A N G U A G E S

English

Intermediate

Indonesian

Native