

Dani Permana

Jakarta, Indonesia | Phone: +62 812 456 | dani.permana@gmail.com | linkedin.com/in/dani-permana

Summary

Dani Permana is an SEO Manager who has 5 years of work experience. He is a graduate of Brawijaya University, a leading institution in Indonesia. Dani has expertise in optimizing search engines to increase website visibility and ranking. As an SEO Manager, he is responsible for planning and executing effective SEO strategies to increase organic traffic, optimize keywords, manage online marketing campaigns, and analyze data to measure campaign success.

Experience

TOKOPEDIA

SEO Lead

January 2019 – Januari 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

Brawijaya 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