








AHMAD MUARIF

Digital Content Writer

 ahmad13muarif@gmail.com
 +62 877 1581 5070
 Singarajan 002/001, Pontang, Serang, Banten, 42192
 linkedin.com/in/ahmadmuarif
 @ahmad13muarif
 @brainyclassid
 blogmuarif.wordpress.com






EDUCATION

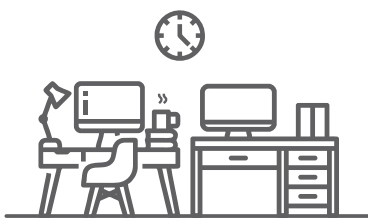
2013-2017

International Relations

UNIVERSITAS MUHAMMADIYAH
YOGYAKARTA
GPA: 3.90/4.00

CORE SKILLS

Content Writing 
SEO 
Graphic Design 
WordPress 
English 




EMPLOYMENT HISTORY



Portfolio:

bit.ly/AMprojects

2020 Content Writer (Freelance)

PT KONTENESIA
KREATIF DIGITAL
 Bandung,
West Java

- Produced good-quality and well-researched content that consistently followed the writing guidelines set by the company and clients.
- Ensured all the target keywords were seamlessly and evenly included throughout articles.
- Created compelling headings, subheadings, meta descriptions, and body copy to captivate target audiences.

2019 Junior Content Writer

HOSTINGER INTERNATIONAL
 Sleman,
Yogyakarta

- Wrote SEO-friendly and compelling web articles that reflected the brand's voice and tone.
- Applied on-site SEO best practices using SEO tools (SEMrush and Yoast SEO) to boost website visibility on the SERPs.
- Conducted keyword research using Ahrefs Keywords Explorer to develop effective and well-structured briefs for writers.
- Produced various content styles for the company's off-site SEO projects (guest blogging) and inserted anchor text naturally in blog posts to build backlinks.

2018 Regional Field Education Consultant

RUANGGURU
(PT Ruang Raya Indonesia)
 Serang,
Banten

- Gave daily sales presentations to approximately sixty prospective customers to drive more sales.
- Implemented a professional chat strategy to follow up on potential clients' interest in using the brand's products and services.
- Successfully achieved individual sales targets within schedules.



COURSE & CERTIFICATION



Digital Certificates:

bit.ly/AMcertificate

2020 SEMrush Academy by SEMrush

List of Certifications Achieved:

- **Content Marketing Fundamentals Course** with Ashley Segura
- **Role of Content Course** with Eric Enge
- **SEO Learning Path** by Greg Gifford

2020 HubSpot Academy by HubSpot

Courses and certifications taken:

- **Content Marketing**
- **SEO Training Course: Building Sustainable Traffic for Business Growth**
- **Social Media Marketing Certification Course**

2020 Google Digital Garage by Google




The certificate earned:

- **The Fundamentals of Digital Marketing**

An online course providing 26 modules with comprehensive materials and practical exercises to master the basics of digital marketing.

2019 TOEFL ITP® by Educational Testing Service

Score
587

Listening 
Structure 
Reading 

Date taken:
04/27/2019