

MUHAMMAD VITO LUQMANUDDIN

SEO & Content Strategist | Social Media | Public Relation

+082301518653 | vitoluqmanuddin@gmail.com | www.linkedin.com/in/mvitoluqmanuddin |

Portfolio: <https://portfolio-vito.pages.dev/> | Depok, Indonesia

SEO and content strategist who identifies issues and builds systems to fix them. At Mekari, optimized 400+ articles with a 90% page-1 rank rate and 82% average traffic increase, producing new content that consistently generates leads. Developed SEO frameworks adopted company-wide and contributed to Mekari's 'Unified Software Ecosystem' brand positioning. Also built 4 custom SEO workflow tools in Python and JavaScript to automate repetitive tasks and reduce production errors. Holds a degree in Javanese Literature from Universitas Indonesia, bringing a strong linguistic foundation to semantic content structuring and strategic positioning.

EDUCATION

Universitas Indonesia

Bachelor's Degree in Humanities- Javanese Studies

Aug 2020 – Jan 2025

- GPA: 3.87/4.00

- Final Project : "The Meaning of Words with the Suffix -A in Javanese"

PROFESSIONAL EXPERIENCE

Mekari (SEO & Content Writer Intern)

Apr 2025 – Present

- Optimized 400+ articles across Mekari's website ecosystem, achieving an average 82% increase in organic traffic per article.
- Delivered a 90% page-1 ranking rate across optimized content, with 70% of total optimized articles reaching top-3 positions in SERP.
- Produced 30+ new SEO articles (average 5 per month since October 2025), targeting lead generation for Mekari Expense, Mekari Officeless, and Mekari as an unified software ecosystem, with 94% page-1 rank rate and 82% reaching top-3 positions in SERP
- Developed 4–5 content briefs per month for the writing team to strengthen topical relevancy and streamline content production (May–Sep 2025) .
- Developed and presented multiple optimization frameworks to the full Mekari SEO team — including an intro writing framework (PAS-based) and a definitive sentence & definitive section standard based on tokenization & linguistic principle — both adopted into article optimization and new content production workflows.
- Developed article outlines and content briefs to help content marketing team strengthen topical relevancy, streamline production workflows, and improve SERP performance.
- Contributed to shaping Mekari's ecosystem brand narrative through competitive benchmarking and strategic recommendations — including the "Unified Software Ecosystem" positioning now adopted as Mekari's official brand direction and integrated across link building and brand strategy.

- Conducted keyword research via Ahrefs and Google Search Console to inform content ideation, competitor gap analysis, and strategic product positioning.
- Performed in-depth product learning and competitor analysis to identify USPs and surface untapped keyword opportunities.
- Designed and executed a cross-site link building strategy across Mekari's full website domain ecosystem: Mekari, Jurnal, Talenta, Qontak, and Klikpajak
- Built a Python-based content brief generator with full AI pipeline, including automated SERP fetching, competitor scraping, media audience profiling, and AI-driven format detection, while retaining manual override controls at every stage so output remains accurate and editorially sound.
- Built a cluster-based internal link analyzer (Python) that maps inbound and outbound link relationships across articles, scoring each article's connectivity (Orphaned to Excellent) and surfacing gap opportunities to prioritize internal linking efforts.
- Built a Chrome extension that intercepts Canva PNG downloads and automatically converts them to WebP, eliminating manual conversion steps, reducing the risk of format inconsistency, and ensuring featured images are always uploaded in the correct format (addressing a recurring audit issue where PNG images were found in production).
- Built "Copy With Link V3", a Chrome extension built with HTML, CSS, and JavaScript that intercepts clipboard on article title copy and auto-generates site-specific WordPress internal link blocks, including correct block patterns, "Baca Juga"/"Read More" labels, and href, for 6 Mekari domains, cutting a multi-step manual process down to one copy-paste action.
- Built FAQ Input Automation that automates FAQ entry from Google Docs or Spreadsheets directly into WordPress CMS, eliminating repetitive manual input for recurring content optimization tasks.
- Developed article outlines and keyword strategies to support paid backlink acquisition.
- Supported off-page optimization through content creation on YouTube, Quora, Reddit, and Stack Overflow.
- Contributed to technical SEO initiatives including crawl budget optimization, indexing maintenance, internal link auditing, anchor text optimization, 301 redirect resolution, and site-wide image alt text implementation.

Writing Samples

Mekari (Ecosystem & Brand)

- ID — mekari.com/blog/author/vito
- EN — <https://mekari.com/en/blog/generative-ai-for-financial-services/> (example, EN author index not yet available)

Mekari Expense

- ID — expense.mekari.com/blog/author/vito
- EN — expense.mekari.com/en/blog/author/vito

Mekari Officeless

- EN — officeless.mekari.com/blog/author/vito (subdomain launched not long ago, still EN content only)

IDN Times Community (Freelance Writer)

Okt 2024

- Produced web articles covering trending topics and evergreen articles.
- Produced web articles that met the company requirements and pass the proofreading process from the inhouse editor.
- Conducted in-depth research to ensure content accuracy and relevance.
- Implemented SEO strategies to optimize content visibility in search engine.

Hops.ID (Content Writer Intern)

Sep 2023 – Jan 2024

- Produced 80+ web articles covering trending topics and evergreen articles.
- Conducted in-depth research to ensure content accuracy and relevance.
- Implemented SEO strategies to optimize content visibility in search engine.

CERTIFICATION

MySkill X BAZNAS Ramadhan Digital Marketing Academy (March, 2025)

- Fundamentals of Marketing & Digital Marketing Framework
- Basic Content Editing (Photo and Video) & Social Media Strategy
- E-commerce Marketing & Ads

Link Certificate : <https://bit.ly/RamDigMarCertificate>

Link Portofolio : <https://bit.ly/RamDigMarPortfolio>

ORGANIZATION EXPERIENCE

Keluarga Mahasiswa Sastra Jawa (KMSJ FIB UI)

- **Head of Publication Sub-Division | Pekan Budaya Jawa (PBJ)**
July 2021 – Dec 2021
 - Produce creative content for PBJ's social media platforms.
 - Play a role in promoting the organization's activities by utilizing the latest digital trends.
 - Managing the live stream for the PBJ's event series.
- **KMSJ FIB UI Public Relation**
Jan 2021 – Dec 2021
 - Produce creative content for KMSJ's social media platforms, increasing engagement through graphic design and visual communication strategies.
 - Communicating with relevant parties and coordinating with KMSJ, both internally and externally.

UI Esports Club

- **Publication Staff | UI Esports Cup**
Mar 2021 – Feb 2022
 - Composing and writing the necessary content for UI Esports Club's social media.

- Creating content plan for the whole event of UI Esports Cup.
- **Public Relation, Design, and Publication Division Staff**
Mar 2021 – Feb 2022
 - Composing and writing the necessary content for UI Esports Club's social media.
 - Editing and adjusting content written by other content writers (outside of the PR, design, and publication division).
 - Collaborate with the design staff to create the logo and visual identity for the organization.

SKILLS

Soft Skills : Analytical Thinking, Creative Writing, Consistency, Time Management, Social Skills, Adaptability

Hard Skills : Wordpress CMS, Ahrefs, Google Search Console, Google Analytics, Google LookerStudio / Data Studio, Google Spreadsheets, Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Capcut, OBS Studio.