

Dimas Aditya

SEO Specialist & Digital Marketer

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PROFILE

"Good marketing makes the company look smart. Great marketing makes the customer feel smart." — Joe Chernov

Hello! I'm Dimas Aditya, an SEO Specialist and Digital Marketer based in Jakarta, Indonesia. With over 5 years of experience in the digital landscape, my journey has always been about connecting the right audience with the right message. My expertise spans across multiple disciplines. As a digital marketer, I specialize in Content Marketing, Paid Ads, and SEO-driven Content Writing. I don't just drive traffic; I focus on strategies that generate meaningful conversions and sustainable growth.

Web Design & No-Code

Beyond marketing, I am also a Web Designer. I build functional, high-performing websites focusing on no-code platforms like WordPress. I also leverage AI tools to streamline the design process and revolutionize how websites are built and optimized efficiently.

EXPERIENCE

SEO Specialist

Mar 2024 – Present

ION Network

Jakarta

Managed Local SEO, Technical SEO, On-Page and Off-Page SEO to improve site rankings. Conducted keyword research based on trends to shape content priorities. Created SEO article briefs and ran regular content audits. Produced press releases and coordinated with dev and content teams.

Digital Marketing Specialist

Jul 2021 – Aug 2023

PT Udadi Agraprana

Bogor Barat

Executed SEO and SEM campaigns to grow organic and paid traffic. Developed and maintained WordPress websites with focus on content and design. Managed Social Media Ads and produced weekly performance reports. Organised sales data to support marketing and campaign planning.

Content Marketing & SEO Specialist

Mar 2021 – Oct 2022

JINNO (Jakarta Innovation)

Bogor

Researched trending technology topics and created engaging copywriting. Applied SEO principles to improve organic discoverability. Collaborated with creative team to adapt content into visual design formats.

EDUCATION

Information Systems

2023–2027

Universitas Terbuka

Digital Marketing

2018–2021

SMK Wikrama Bogor

EXPERTISE

Digital Marketing

SEO

Content Marketing

Paid Ads

Growth Strategy

Copywriting

Analytics

Web Design

UI/UX Design

No-Code Dev

TOOLS

WordPress

Divi

Blocksy

Elementor

Figma

Gutenberg

Claude

Gemini

ChatGPT

AI Builders