

Soeksmono Boedi

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About Me

With a profound passion for digital marketing especially in SEO, this individual has consistently delivered exceptional results across diverse industries, including tour and travel, architectural consulting, and printing. Leveraging a meticulous and strategic approach, this individual has consistently implemented comprehensive Search Engine Optimization (SEO) strategies. This encompasses the optimization of various digital channels, including organic search visibility for company websites, strategic social media integration for enhanced reach, and the effective deployment of paid advertising campaigns, all calibrated to drive substantial organic and overall digital growth.

His extensive experience, dating back to 2008, includes establishing eight successful blogs and two online stores. A deep understanding of On-Page, Off-Page, and Technical SEO, cultivated through practical experience and continuous learning, underpins his expertise. This specialist consistently achieves annual profit increases exceeding 25% and sets ambitious targets for new customer acquisition. A notable achievement includes a website gaining 5,000 impressions, 500+ clicks, and 20 bookings in three months, showcasing his ability to translate SEO expertise into tangible business outcomes.

Education

Ilmi Digital

Feb, 2025 – Apr, 2025

Advanced SEO Class Cohort 5

Mastering the complete Advanced SEO Bootcamp Ilmi Digital Course, best practice and case study.

Ahademy

Sep, 2023 – Jan, 2024

Front End Web Development

Understanding the codes for SEO hack way to get SEO On Page and Off Page better results.

RevoU

Sep, 2023 – Jan, 2024

Full Stack Digital Marketing

Mastering the concept of digital marketing fully and implementing how to model a digital business.

Soegijapranata Catholic University

Aug, 1993 – Sep, 2000

Bachelor of Architecture

Completing my formal education to get a better level for designing building models, mostly put a great mindset on how to think efficiently and implement the project effectively.

Working Experiences

SEO Specialist & Blogger, Go UP Digital Agency

Feb, 2024 – Present

Support Business Owner, writing content for 4 up to 6 blogs.

- Update the trending topic and high search intent to determine niche, 10 search queries daily.
- Keep writing EEAT-based, using SEO indicators to be on the first Google page in 6 months.
- Improve landing page and backlink to increase the Revenue up to 75%.

Digital Business Coach, bank bjb

Apr, 2015 – Jun, 2024

Business Coach for digital entrepreneurship for SME Business Owners in West Java, Indonesia.

- Digitalized the business model of SME to get more customers, up to 5 Business Owners weekly.
- Developed “Disentra” mobile app as a Business Topic Author, 3 business issues weekly.
- Collaborated with any SME Stakeholders in West Java Province to hold training, events, and conferences. Introduced and promoted at least 10 up to 20 SME Business Owners monthly.
- Opened Business Coach Clinic for Achievement Sharing Sessions with SME Business Owner.

Newsletter Content Specialist, bank btpn

Apr, 2010 – Mar 2015

Wrote the contents about business and entrepreneurship for SME Business Owners in Indonesia.

- Wrote articles as the Content Writer asked, at least 4-8 high-converted articles per website weekly.
- Published as a Marketing Content Writer that it had determined on 2-3 other blogs weekly.
- Broke down the details of qualified search intent to determine the title of articles, after getting the weekly strategy guidelines. Prepared 50 high-converted articles per week for a targeted keyword.
- Technically, monitored Google Trends results and selected up to 10 search intents weekly.

Website Builder, Self Employee

Sep, 2002 – Present

Perform as a Website Builder.

- Using CMS WordPress and Blog for developing websites. 1 complicated website for 1 week.
- Choosing 2 up to 4 similar web competitors for sustainable web development.
- Design the landing page to support the URL of the article, and increase up to 60%.

Organization Experiences

Member, Community of Indonesian SEO Enthusiast

Mar, 2024 – Present

Renewable the knowledge of SEO periodically.

- Discuss SEO issues for SEO Community, and how to get more new clients to support their business. Educate and socialize the SEO Specialist’s roles for a digital business.
- Build an SEO Specialist portfolio to show on social media, at least to have 10% more engagement monthly.

Trainer of Business Digital, Indonesia Bankers Club

Apr, 2017 – Present

Train the members to know and practice digital marketing, especially using it for their job role.

- Purpose the topic of the lesson to The Academic Session of IBC twice a year.
- Develop the topic and the digital marketing need for bankers recently, to increase at least 10% revenue.

Additional Information

Skills:

Hard Skills: SEO, Content Writing, Website Building, Business Analyst

Soft Skills: Critical Thinking, Growth Mindset, Public Speaking

Tools and Software: GA4, Google Search Console, Looker, Screaming Frog, Ahrefs, Visual Studio Code, WordPress CMS, Keyword Planner, ChatGPT, Traffic Booster, Canva

Certification:

1. Complete SEO Training With Top SEO Expert Peter Kent	Date of Issue	23/01/2025
2. AI in Marketing, Issued by Udemy	Date of Issue	10/01/2025
3. Certified Tour Guide, Issued by BNSP	Date of Issue	03/01/2025
4. Complete SEO Training – AI SEO MasterClass, Issued by Udemy	Date of Issue	26/12/2024
5. Full Stack Digital Marketing, Issued by Revou	Date of Issue	08/01/2024
6. CDMS (Certified Digital Marketing Specialist), Issued by BNSP	Date of Issue	14/07/2022
7. STRA IAI, Issued by Association of Indonesian Architects	Date of Issue	10/01/2022

<https://bit.ly/soekscertificates> for more information on my certificates