

PORTFOLIO.

Contact Me



Hello Everyone.

# I'M ASYRAF ADHIKA

DIGITAL MARKETER



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## About Me

Asyraf Adhika is a Digital Marketer. Guided by the "Law of Attraction", he believes that positive thoughts and intentions are the foundation for success. With his 2 years of experiences in B2B Digital Marketing, Asyraf approaches every challenge as an opportunity to grow, learn, and deliver meaningful results.

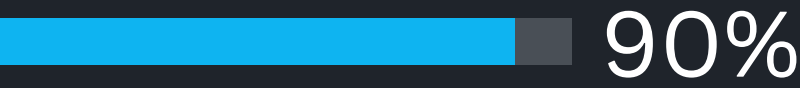
[Contact Me!](#)[Download Cv](#)



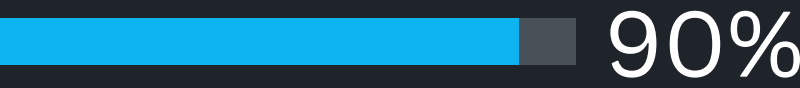
# My Skillset

I combine strategy, creativity, and technical skills to deliver results. From SEO and content creation to social media and web design, I've got the tools to build and grow brands effectively

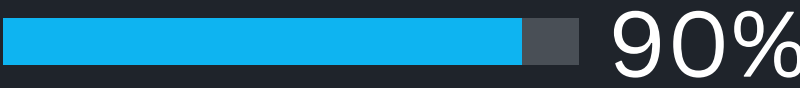
## Marketing Knowledge



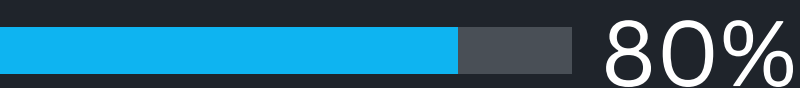
## Search Engine Optimization



## Content Creation



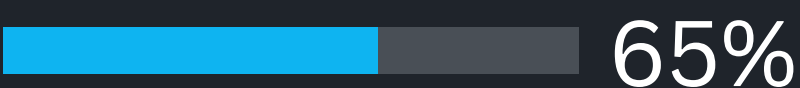
## Social Media Marketing



## Website Design



## HTML and CSS Understanding

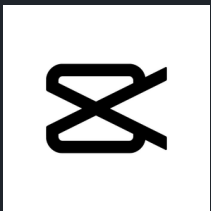


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# Tools



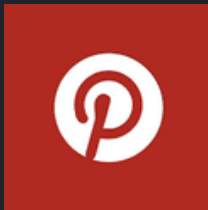
Search Engine Optimization



Content Creation



Landing Page Building



Research & Analytics



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# Preview

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## SEARCH ENGINE OPTIMIZATION

Synapsis and Hashmicro



## SOCIAL MEDIA MARKETING

Synapsis



## WEBSITE DESIGN

Personal Project

## PORTFOLIO.

1.

# Search Engine Optimization

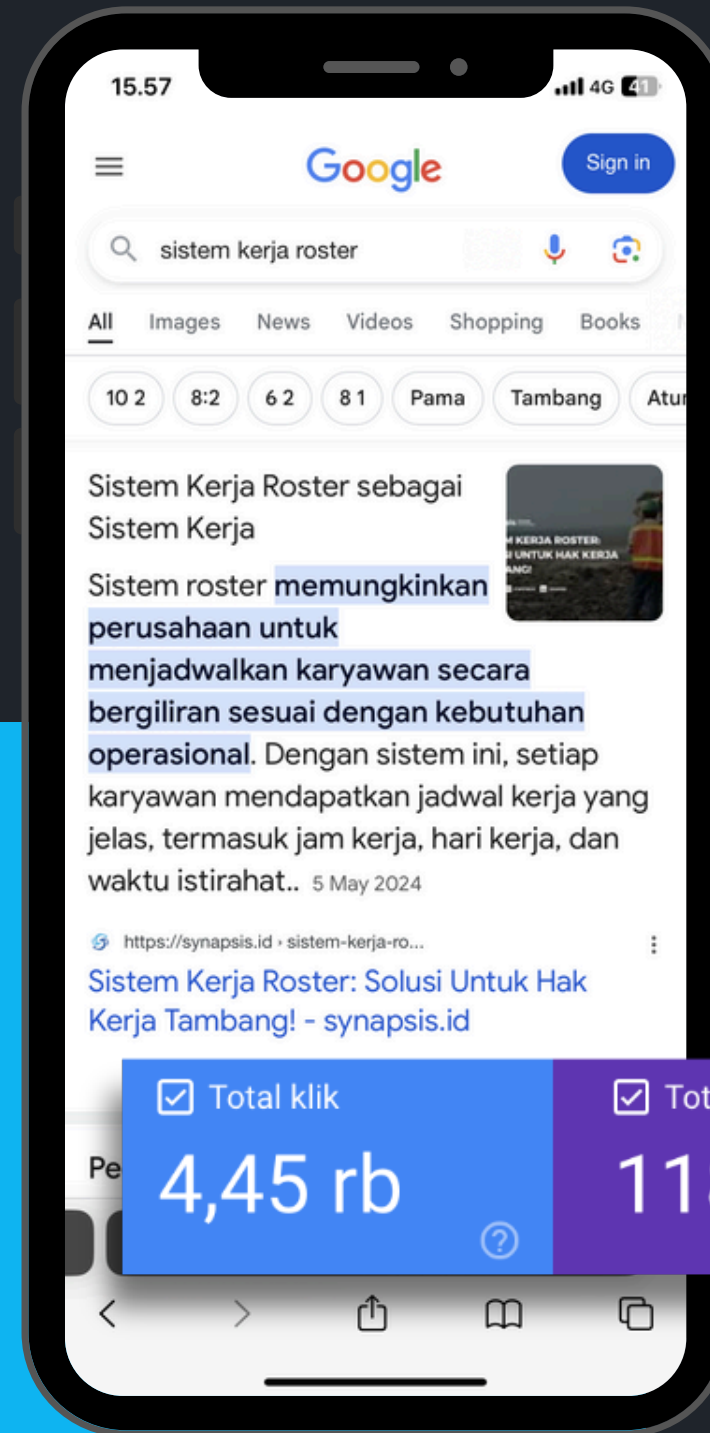
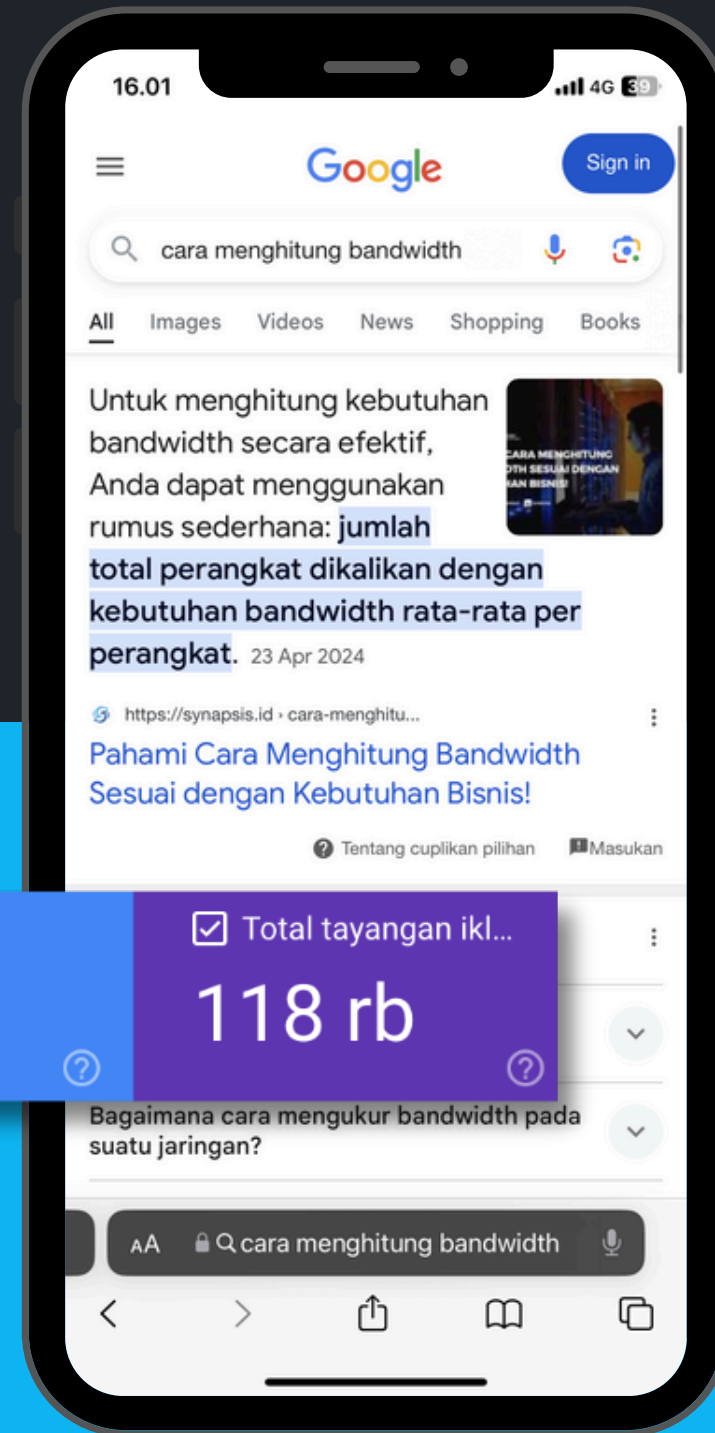


SYNAPSIS

2023-PRESENT

- ✓ 60+ first ranked articles on SERP
- ✓ 15K clicks in just 28 days for B2B Website Business)
- ✓ Increase traffic website for almost 3907% (353 to 14,1k)
- ✓ Increase Synapsis DA by 50%

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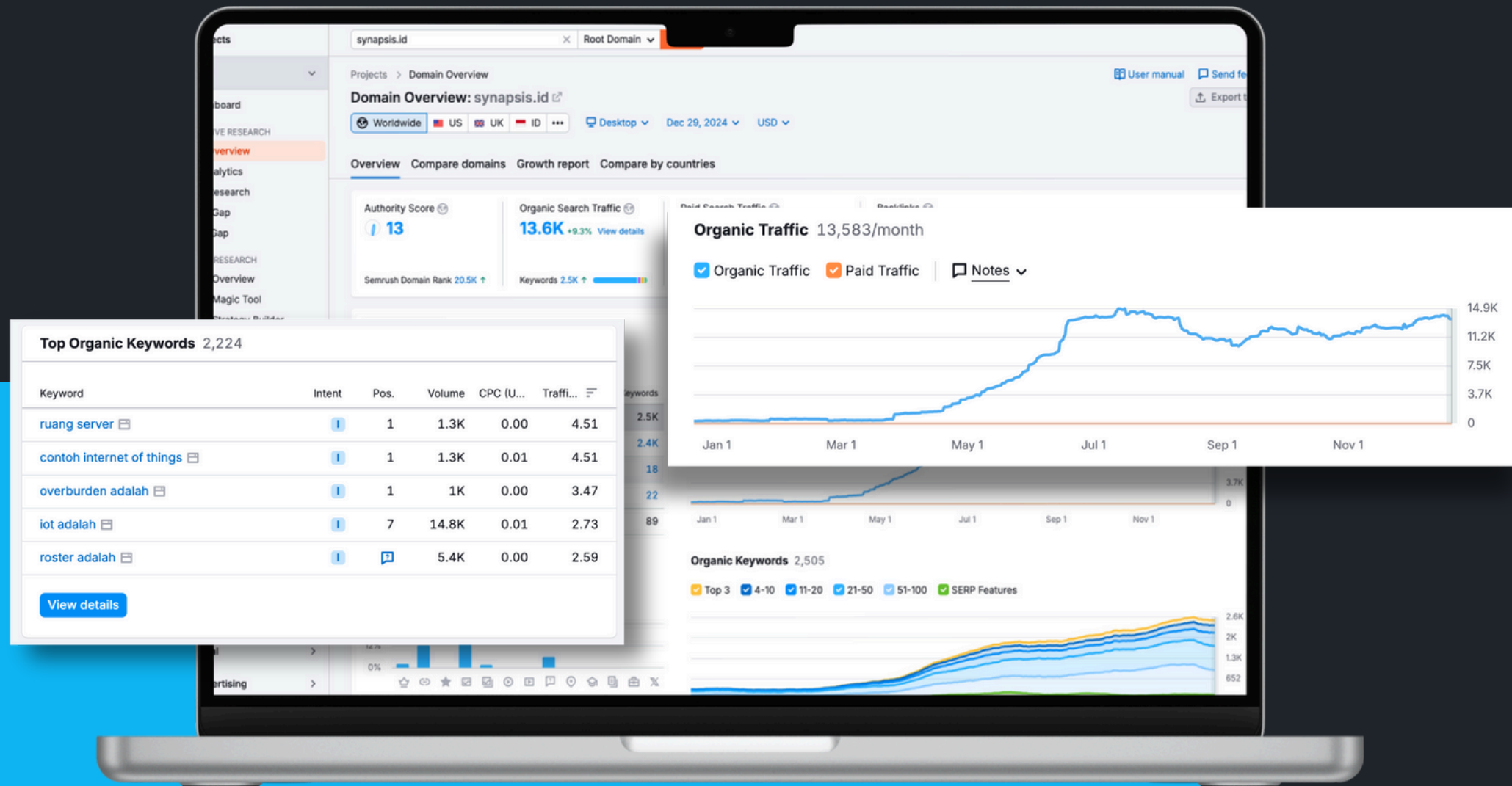


# First Rank Articles

## SEARCH ENGINE OPTIMIZATION

Achieving a first rank may not be the ultimate objective for an SEO expert, but it remains a crucial objective. I have successfully optimized more than 60 articles to secure first rank positions in search results

## PORTFOLIO.



# Traffic Growth

## SEARCH ENGINE OPTIMIZATION

Synapsis.id experienced a staggering traffic growth of 3907% in just six months. Here's how I achieved it

- ✓ Leveraging a strategic keyword clustering approach
- ✓ Optimizing Google Snippet Features (FAQ, Generative AI, and more)
- ✓ Crafting content tailored to specific search intents

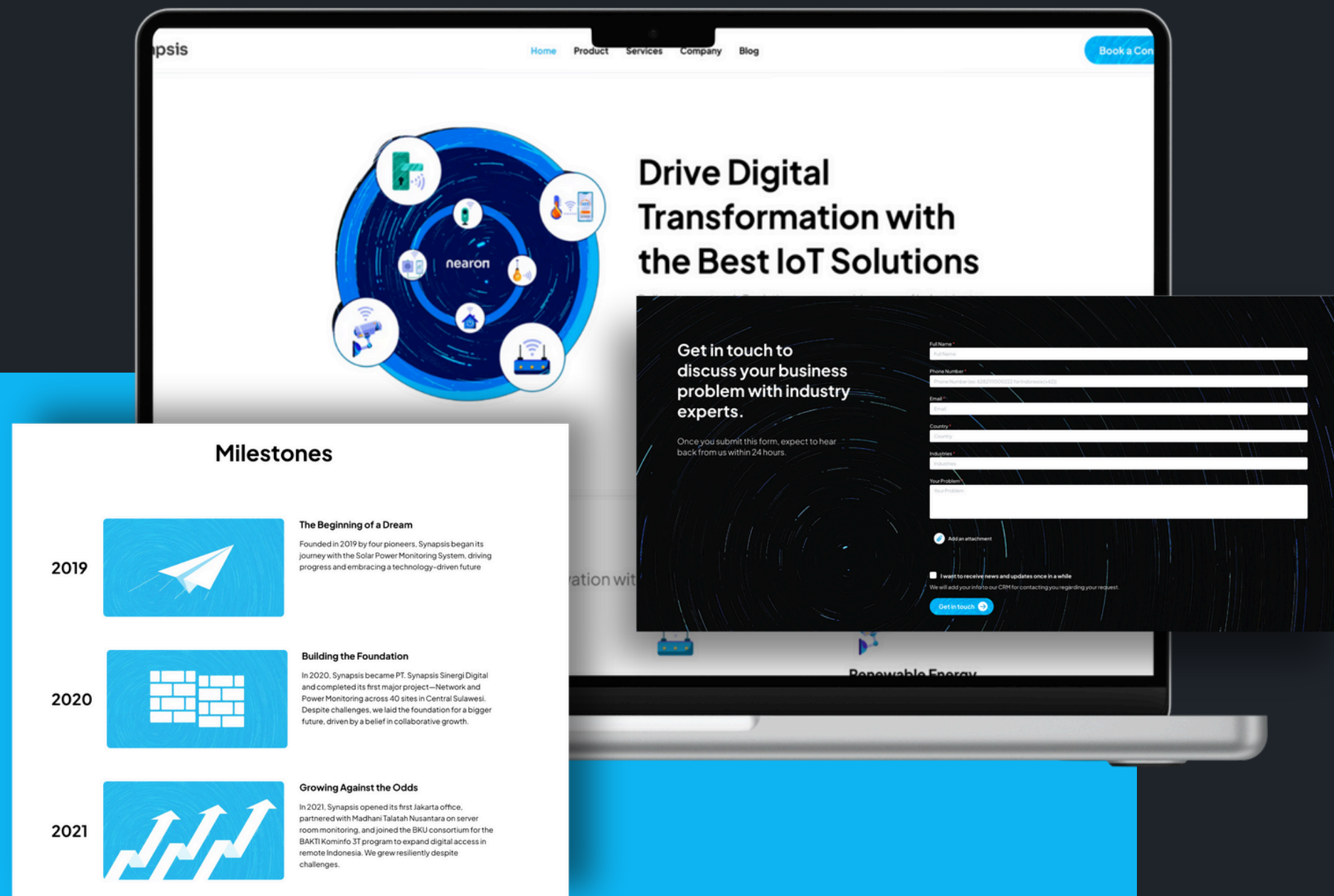
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# Website Revamp

## SEARCH ENGINE OPTIMIZATION

As an SEO specialist, I am responsible for generating potential leads for Synapsis's services and products. To achieve this, I initiated the revamp of Synapsis.id to align better with the brand identity while optimizing its technical performance and copywriting. What i do is

- ✓ Developed a Gantt chart to ensure the project stays on schedule
- ✓ Wrote website copy tailored to Synapsis's branding
- ✓ Crafted website sections based on user behavior insights for a CRO-focused experience



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2.

Search Engine Optimization

FEBRUARY 2022 - JULI 2022

EQUIP ERP



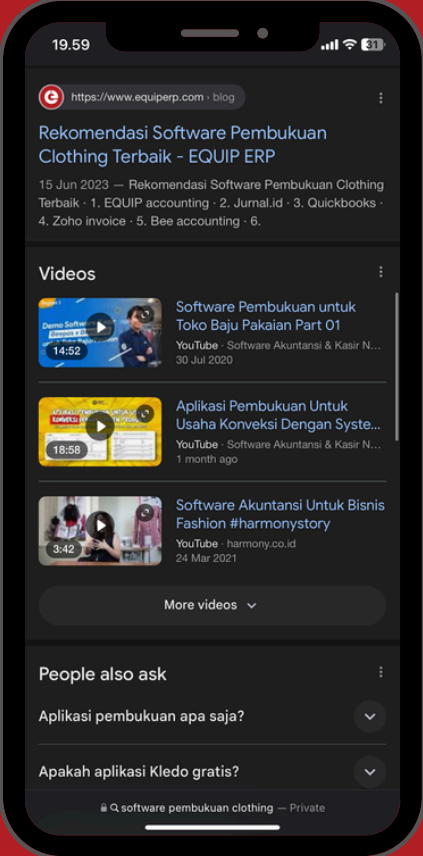
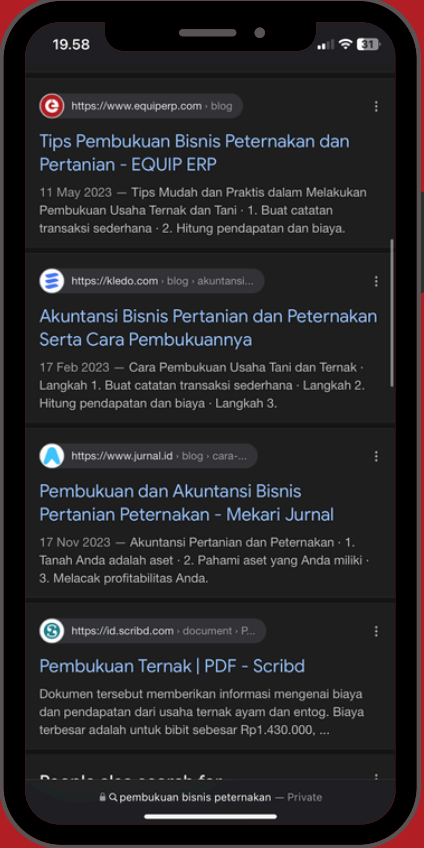
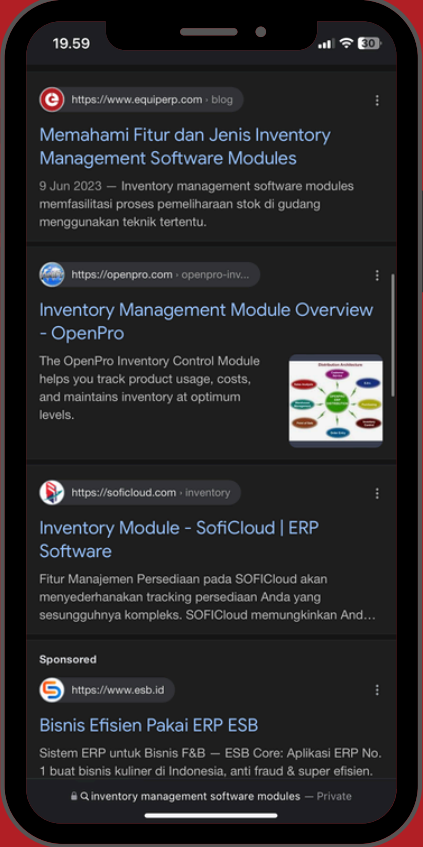
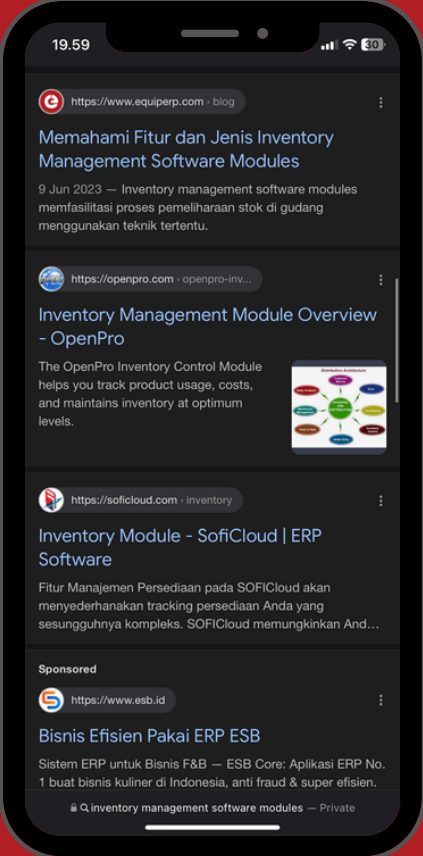
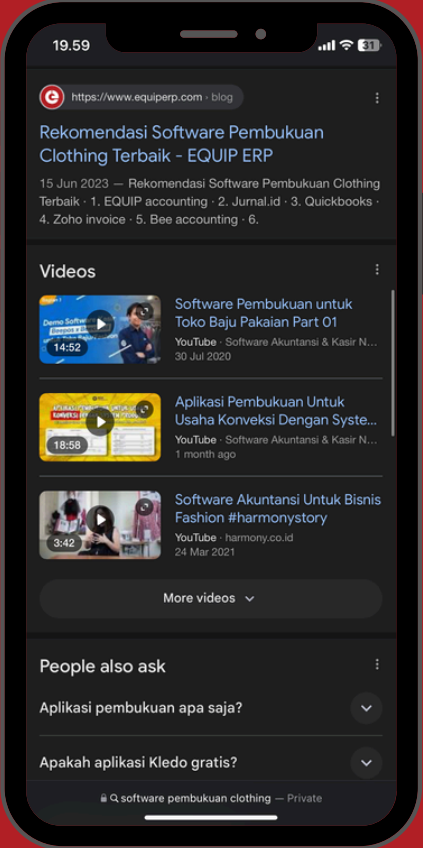
Responsible for creating content website with deep competitor research



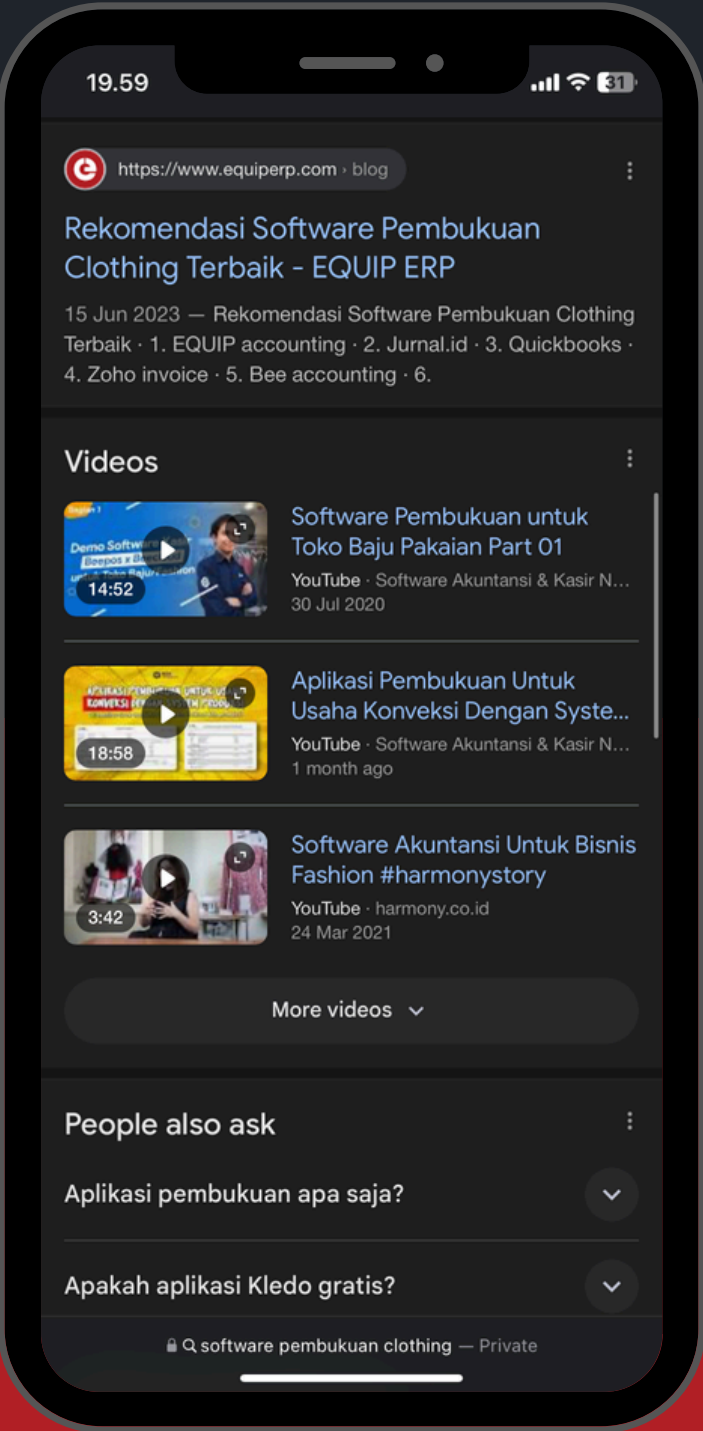
Increase the traffic of EQUIP's Website for almost 83,8% from 9,9K in February to 18,2K in June



Achieved top ranking for 5 articles on Google's first search engine results page



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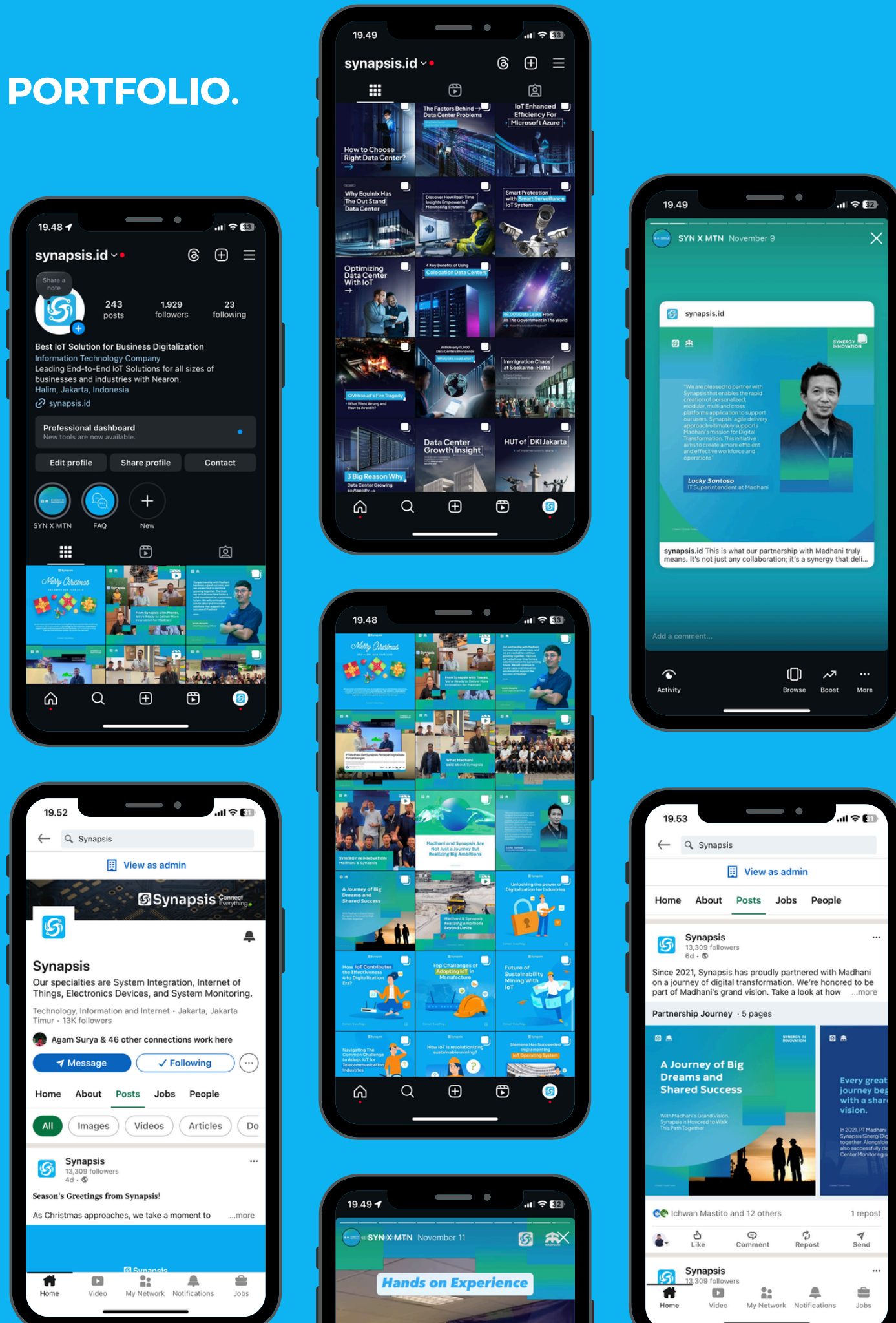
# First Rank Articles

## SEARCH ENGINE OPTIMIZATION

I had the opportunity to optimize SEO strategies for EQUIP ERP's blog, focusing on crafting content that aligns with targeted user intents. As a Intern, my role emphasized building first-rank articles on Google.

That's why achieving first-rank articles has become second nature to me—I know exactly what it takes to make it happen.

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3.

## Social Media Marketing



SYNAPSIS

FEBRUARY 2022 - PRESENT

- ✓ Initiated social media client retention campaign called "Synergy in Innovation" (achieve 63.65% awareness ratio)
- ✓ Rebranded Synapsis's Instagram account, achieving a +137.5% growth in followers
- ✓ Successfully driving 3 B2B leads via LinkedIn.
- ✓ Supervised and guided interns to create B2B-focused content aligned with the customer journey

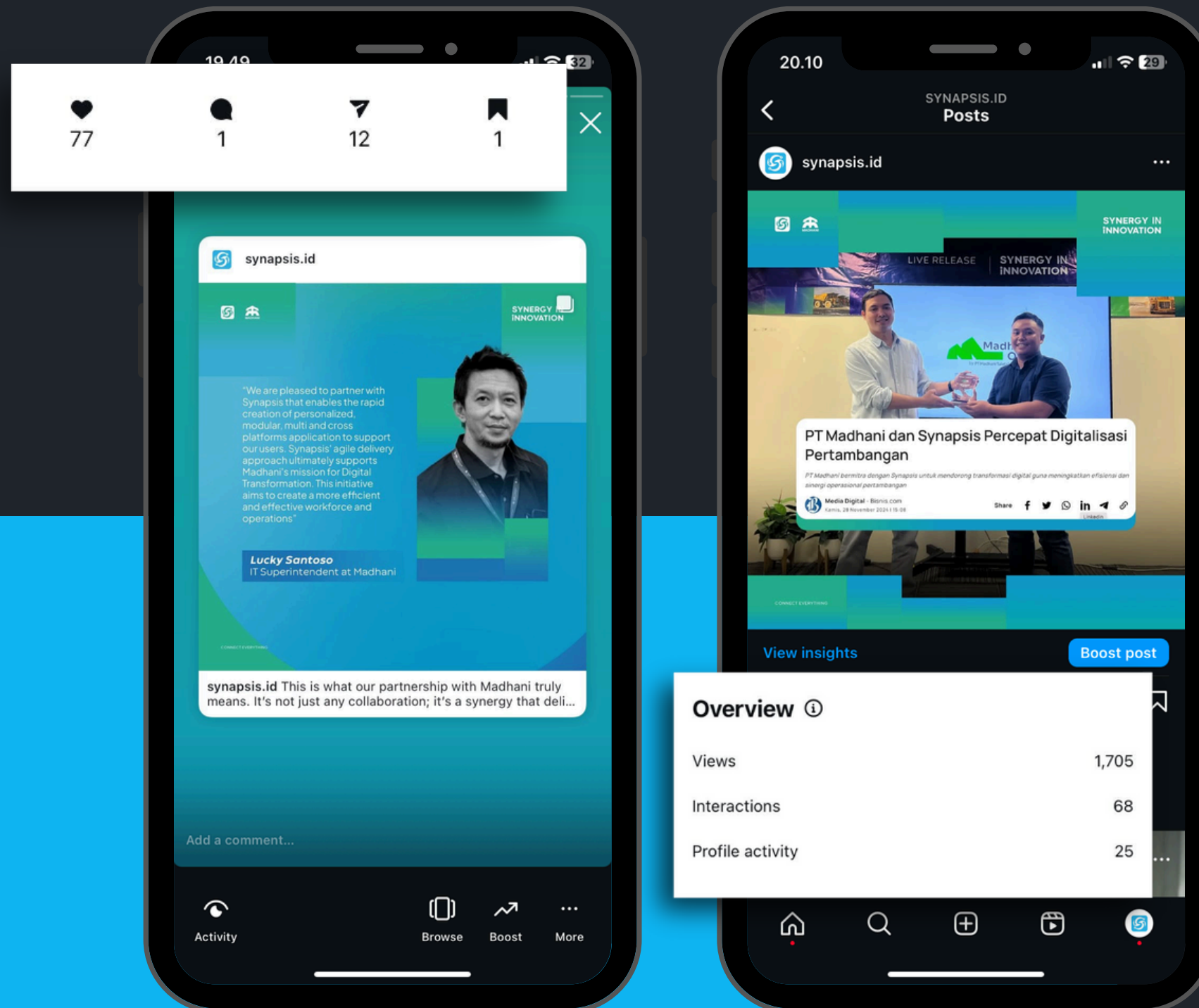
## PORTFOLIO.

# “Synergy in Innovation” Campaign

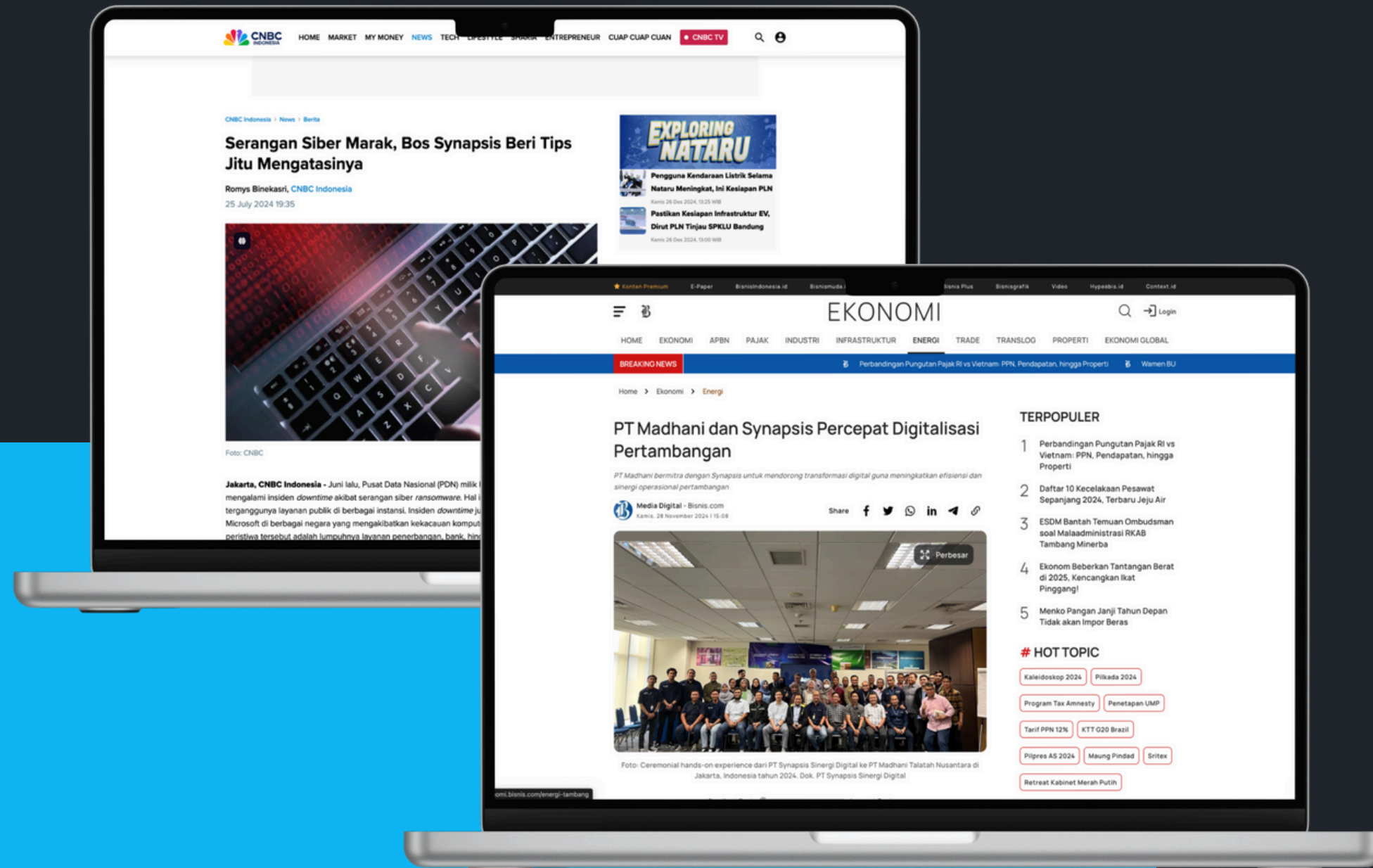
## SOCIAL MEDIA MARKETING

The "Synergy in Innovation" campaign is an ongoing initiative on Synapsis's social media platforms. Understanding that B2B marketing relies heavily on trust, this campaign delivers a powerful message: collaboration with clients goes beyond business—it builds lasting partnerships.

- ✓ Building Trust: Instilling confidence in the target market.
- ✓ Creating Emotional Connections: Strengthening client loyalty by highlighting shared goals and innovative success stories with Synapsis.



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# Media Coverage

## SOCIAL MEDIA MARKETING

Building a strong digital brand starts with the right exposure. Through strategic collaborations with trusted media outlets like CNBC Indonesia and Bisnis.com, Synapsis ensures its initiatives reach the right audience, creating credibility and driving industry trust

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Personal Project

WORDPRESS WEBSITE DEVELOPMENT

In this personal project, I explored WordPress website development to enhance my technical and creative skills. This hands-on approach significantly improved my expertise in WordPress, making me more confident in handling diverse web dev challenges.

- Enhanced proficiency in HTML and CSS
- Improved ability to resolve technical website issues
- Advanced understanding of WordPress tools and features

### Solusi Website Marketing untuk UMKM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut elit tellus, luctus nec ullamcorper mattis, pulvinar dapibus leo.

#### Jasa SEO untuk UMKM

Tingkatkan visibilitas online bisnis Anda dengan optimasi SEO yang tepat. Kami bantu website Anda tampil lebih tinggi di Google, menarik lebih banyak pengunjung, dan meningkatkan penjualan.

- Ranking 1 Google tanpa Backlink
- Strategi marketing funnel untuk convert pengunjung menjadi pembeli
- Bantuan AI sehingga content lebih variatif dan banyak jumlahnya

MASIH BINGUNG? MARI DISKUSI



#### Jasa Pembuatan Website UMKM

Tampilkan bisnis Anda dengan landing page yang menarik dan mudah dimengerti. Kami buat halaman yang simpel, fungsional, dan siap konversi pengunjung jadi pelanggan.

- Landing page dan Website yang memiliki page load tinggi
- Fitur heat map untuk mengetahui efektivitas website
- Include integrasi ke Google Analytics dan Search Console beserta panduannya

MASIH BINGUNG? MARI DISKUSI





✓ All-in-One Digital Marketer

3907% Website Traffic Increased

Optimized 4 Different Websites

Hola! My Name is Asyraf A

DOWNLOAD CV ↑

60+First Rank Articles on SERP

15kWebsite Click in 28 Days

13Instagram Followers

HI THERE

### IM A DIGITAL MARKETER

Asyraf is a Digital Marketer with expertise in SEO, SMM, CRO, and crafting effective digital branding strategies. Guided by the "Law of Attraction", i believe that positive thoughts and intentions are the foundation for success.

✓ Awarded Best Hard Skill at Synapsis for Q1 2024



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# Personal Project

## WEBSITE ELEMENTOR DESIGN

This personal project highlights my journey in crafting websites using Elementor, where I focused on combining functionality and aesthetics

- ✓ Advanced proficiency in Elementor for web design.
- ✓ Improved understanding of proper UI/UX design standards.
- ✓ Ability to modify and customize designs with CSS and HTML
- ✓ Enhanced knowledge of CRO-friendly website structuring

### Bimbel Online Terbaik, Siap Raih Prestasi di SMA!

Metode belajar yang seru, harga terjangkau, dan kualitas terbaik, kami adalah bimbel online terbaik di Indonesia. Dapatkan bimbingan dari pengajar berpengalaman, dan bersiaplah untuk prestasi akademik yang lebih tinggi!



Harga yang Bersahabat

Pengajar yang Bersertifikat

Lebih dari 500 Kisah Sukses

MULAI BIMBEL

EKSPLORE KELAS

450+ Siswa Berhasil

98% Presentase Diterima

50+ Courses

### Kami Menyediakan Beragam Kelas, Loh!

Temukan pilihan kelas yang sesuai dengan kebutuhan persiapan ujianmu! Kami menyediakan beragam kelas khusus untuk membantu kamu meraih hasil terbaik di UTBK-SNBT, Ujian Mandiri, atau bahkan keduanya sekaligus



#### Kelas Intensif UTBK-SNBT

Kelas dengan sesi tryout intensif bagi kamu yang ingin fokus pada SNBT dan membutuhkan hasil dalam waktu singkat.

LEARN MORE



#### Kelas Persiapan Ujian Mandiri

Siapkan dirimu untuk Ujian Mandiri universitas seperti SIMAK UI, UTUL UGM, dan SMUP UNPAD dengan kelas khusus ini.

LEARN MORE



#### Kelas Kombinasi SNBT dan MANDIRI

Pilihan paling worth bagi kamu yang ingin mempersiapkan diri untuk SNBT sekaligus ujian mandiri berbagai universitas.

LEARN MORE

### Need a workspace for just a day, a week, or a full month? We've got you covered!

Discover complete flexibility with rental options that fit your needs—no heavy commitments required.

PESAN SEKARANG!



### Let's Hear What They Said!



"Keren banget tempatnya, wifinya kenceng pol, mantap"

Robert Dawson - Freelancer

★★★★★



"Meeting mendadak sama client, untungya tempatnya comfy"

Tasya K - Account Executive at Hashmicro

★★★★★



"Sudah langganan sejak kuliah kalau nugas disini, AC nya dingin"

Jokowi - President Republik Indonesia

★★★★★

PESAN SEKARANG!

LIHAT LAINNYA

## PORTFOLIO.



## My Other Portfolio

I use Instagram as an extension of my portfolio for two key reasons:

- ✓ To showcase my problem-solving skills and real-world case examples through various projects.
- ✓ To demonstrate my ability to create engaging and reader-friendly social media content.

[Check Here!](#)

## PORTFOLIO.



Marketing during the day, lifting weights at night

# THANK YOU

It's been a pleasure sharing my journey with you. Feel free to explore more of my work or get in touch. Who knows? We might even strategize over a gym session someday!

[See More My Portfolio](#)

[Contact Me!](#)