



Asyraf Syafiq Adhika

Digital Marketing (SEO & SMM)

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SUMMARY

Asyraf Adhika is a Digital Marketer with experience in SEO, SMM, and crafting effective digital branding strategies. Guided by the "Law of Attraction", he believes that positive thoughts and intentions are the foundation for success—a principle that has driven his journey from a History major at UNY to excelling in the dynamic field of digital marketing.

EXPERIENCE

Search Engine Optimization Specialist 10/2023 - Present

PT Synapsis Sinergi Digital ↗

- Successfully drove 15K clicks in just 28 days for Synapsis (B2B Website Business)
- Increase traffic for Synapsis website for almost 3907% from January to August (353 to 14,1k)
- Successfully optimized over 50 articles that have secured the first rank positions on Google SERP
- Awarded Best Hard Skill at Synapsis for Q1 2024
- Awarded Best Dynamcis at Synapsis for Q2 20241
- Initiated Synapsis.id website revamp to align with New Product

Social Media Specialist 10/2023 - Present

PT Synapsis Sinergi Digital ↗

- 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

SEO Content Writer 02/2023 - 06/2023

PT HashMicro Solusi Indonesia ↗

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

EDUCATION

History 2024

Yogyakarta State University - Bachelor's degree

Completed ProTEFL (TOEFL) with 503 score

SKILLS

Keyword Research	Advanced	On-Page SEO	Advanced
Content Writing	Advanced	Off-Page SEO	Intermediate
Landing Page Building	Advanced	Link Building	Intermediate

Video Editing	Intermediate	Conversion Rate Optimization	Basic
B2B Digital Marketing Strategy	Intermediate		

LANGUAGES

Indonesian	Native	English	Fluent
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