

Muhammad Fikri Abdul Zaki

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Summary

SEO Specialist and Team Lead who builds organic channels from near-zero into measurable lead and traffic growth across SaaS, real estate, and media sites. Strong in technical SEO, content strategy, and topical authority. Took Adaptist Consulting from no organic leads to 8–12 qualified leads per quarter, grew a media site to 28,000+ daily organic visits, and leads a team of 5.

Experience

SEO Team Lead | PT Accelist Lentera Indonesia | 12/2025 – Present

- Scaled Adaptist Consulting from near-zero to 1,000–1,500 monthly organic clicks and 8–12 qualified leads per quarter.
- Earned 50+ high-authority backlinks through a self-built outreach and digital PR system, raising Adaptist's Domain Rating from 3 to 26 in 6 months.
- Built the WordPress website for Accelist Pangan Nusantara and ran SEO from day one, scaling it from zero to 500–700 monthly organic clicks and 18–24 qualified leads per month, with the first inbound leads within 30 days of launch.
- Led 5 SEO specialists and content contributors across 4 websites, owning workflow design, topic selection, briefs, and editorial review. Built AI-powered tools and workflows that improved the team's efficiency.

SEO Specialist | Kosonga.com (Personal Project, English) | 01/2025 – Present

- Ranked a new site on Google page 1 within 30 days of launch for a keyword with 10.7K monthly searches.
- Used competitive gap and search volume analysis to find and capture high-opportunity demand.

SEO Specialist Intern | PT Sentral Global Properti (GroPerti) | 10/2024 – 01/2025

- Contributed to a site architecture overhaul with the engineering team during a 4-month internship; organic traffic grew 860% over 14 months (1.5K to 14.4K monthly sessions).
- Built a standardized on-page SEO framework for high-traffic editorial pages, improving indexing consistency, rankings, and SERP visibility.

SEO Consultant & Specialist | Digital Media Company (Confidential Client) | 07/2019 – 03/2020

- Advised on SEO strategy and covered the vacant SEO specialist role, owning both planning and day-to-day execution.
- Audited and cleaned up the content strategy, resolving content duplication and related issues.
- Fixed technical SEO issues, including broken redirects and redirect chains, slow PageSpeed performance, and JavaScript rendering problems.
- Grew organic traffic by about 130% in 9 months for a media site targeting Indonesian and global audiences.

Founder, SEO Team Lead | Kosongan.id (Independent Pop Culture News Site, Indonesian) | 01/2018 – 01/2020

- Hired, paid, and managed a team of writers and editors producing 60–90 articles per month, running the editorial calendar, keyword briefs, and quality checks.
- Grew organic traffic to 28,000+ daily visits, with 811 articles ranking in the top 10 (SEMrush), creating a low-cost, scalable acquisition channel.
- Refined article content, metadata, and structure to compound traffic over time.

SEO Specialist | trapoo.net (Personal Project) | 01/2018 – 01/2020

- Grew the site to 1,600 daily organic visitors by running content strategy, technical optimization, and site operations end to end.

Education

Bachelor of Management, Yogyakarta State University | 09/2021 – 08/2025 | GPA 3.70/4.00

Certifications

- SEO I & SEO II, HubSpot Academy
- Digital Marketing Specialization, University of Illinois Urbana-Champaign
- Google Data Analytics Specialization, Google

Skills

SEO: Technical SEO, Core Web Vitals, Site Architecture, Crawl Optimization, On-Page Optimization, Keyword Research, Search Intent, Topical Authority, E-E-A-T, Generative Engine Optimization, Link Building, Digital PR, Outreach

Content and leadership: Content Strategy, Editorial Workflow, Team Management, AI-Assisted Workflows

Tools: SEMrush, Ahrefs, Google Search Console, Bing Webmaster Tools, Google Analytics, Screaming Frog, PageSpeed Insights, WordPress

Languages

Indonesian (Native), English (Intermediate)