


Fajar Fathurrahman


Content Writer | Social Media Specialist



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ABOUT ME

I'm a Content Writer & Blogger specializing in SEO articles and blog content. I help brands, businesses, and creators communicate clearly through high-quality articles and blog content. My main focus is writing SEO-friendly blog posts, long-form articles, and website content that inform readers and perform well on search engines. With >10 years of blogging experience, I understand how to turn ideas into content that people actually want to read.

EDUCATION

2012 - 2016

Bung Karno University

Bachelor of Economics (Marketing)

Focused on marketing principles, consumer behavior, market research, and strategic communication. Gained practical knowledge in digital marketing, and sales management.

2009 - 2012

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Multimedia Major

Studied graphic design, video editing, photography, animation, and digital content production. Developed hands-on skills in creating visual materials for both print and digital media.

EXPERIENCE

2020 - NOW

Dagingnesia.id

Marketing Strategist

I helped build a structured and efficient sales system, from developing a full-featured e-commerce website to managing direct product offers for the HoReCa market.

2018 - 2020

Pakar Ayam

Online Marketing Specialist

Helped expand their digital presence by building and managing online stores across multiple platforms. From Tokopedia, Shopee, Bukalapak and GrabMart.

PERSONAL SKILLS

- Content Writing
- Content Planning
- Collaboration
- Communication
- Copywriting
- Graphic Design
- SEO Knowledge
- Video Editing

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Affinity
- Canva
- Capcut
- CorelDRAW
- Elementor
- Gutenberg
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Wordpress