Sona Silviana

Surabaya, Indonesia | +62 821-3775-0793 | silvianasona27@gmail.com | linkedin.com/in/sona-silviana

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager and SEO Specialist with 5+ years of experience leading cross-functional teams, developing data-driven SEO strategies, and managing end-to-end digital marketing campaigns across international markets. Proven expertise in Local SEO, Google Ads optimization, content strategy, backlink outreach, CRM implementation, and 360° Marketing. Experienced in tools including SEMrush, Ahrefs, Google Analytics, Google Search Console, Zoho CRM, and Zoho Campaigns. *Distinguished by a rare technical edge: independently architects and ships AI-powered marketing technology — including a full-stack, DeepSeek AI-driven business intelligence dashboard and a custom real-time SEO scoring engine — turning strategic vision directly into production-grade software instead of just briefs and slide decks.* Strong background in brand communications, event management, and B2B partnership development. Holds a solid legal background ensuring compliance in all marketing operations.

PROFESSIONAL EXPERIENCE

Home Painters Toronto *Toronto, Canada (Remote)*

Digital Marketing Manager & SEO Specialist March 2026 – Present

- Lead and supervise a team of 4 digital marketing specialists, overseeing daily execution across SEO, content production, social media, and paid advertising for a home painting and handyman services company in Toronto, Canada.
- Oversee weekly production of 8–10 geotagged before-and-after project images for the painting services line and 5 geotagged images for the Handyman division, organized and archived on Zoho Drive for SEO and social media use.
- Direct regular updates to the website image gallery with optimized geotagged visuals to support local search visibility and Google Business Profile (GBP) relevance.
- Manage a full content pipeline: 120 new blog articles, repurposing of 120 existing blogs, and improvement of one pillar page per month to strengthen topical authority and organic rankings.
- Oversee on-page SEO optimization for interior-focused service pages, incorporating “near me” keyword targeting and local search intent signals to improve visibility across the Greater Toronto Area (GTA).
- Utilize SEMrush alongside Ahrefs for in-depth keyword research, competitor gap analysis, and organic performance tracking — informing content strategy, on-page decisions, and identifying new ranking opportunities across all service pages.
- Lead a comprehensive backlink outreach strategy including guest post placements, local citation building, and securing at least one new local site or media feature per publishing cycle to build domain authority.
- Oversee Google Business Profile (GBP) post strategy and coordinate publication of case studies to strengthen local pack rankings and conversion trust signals.
- Manage the full social media content calendar across Facebook, Instagram, Pinterest, LinkedIn, and Twitter — including graphic design production and email marketing campaigns — ensuring brand consistency and audience engagement.
- Monitor Ahrefs domain authority score and lead technical improvements to page speed (desktop and mobile) to maintain SEO health and Core Web Vitals compliance.
- Developed and submitted a long-term annual SEO strategy — approved by senior leadership — designed as a scalable framework to guide the company's organic growth for future years.
- Independently running, monitoring, and optimizing all paid search campaigns, consistently achieving an average of 24+ qualified leads per week while maintaining efficient cost-per-lead.

Selected Project Experience

- **HPT-Insight — AI-Powered SEO & Business Intelligence Dashboard:** Independently designed and built a full-stack analytics platform (Python/Flask backend, SQLite database, Chart.js visualizations) that automatically pulls and unifies performance data from five separate sources — Google Search Console, Google Analytics 4, Google Ads, Google Sheets, and Ahrefs — into one always-current dashboard, removing the need to manually cross-check five different tools every week. Integrated the DeepSeek AI API as a built-in analyst that reads the cached data and writes plain-English, boardroom-ready insights — for example, flagging high-traffic/zero-conversion "Zombie Pages" versus low-traffic/high-conversion "Goldmine Pages" for prioritization — and benchmarks the company's backlink profile against competitors, then compiles everything into a polished, chart-illustrated DOCX/PDF executive report with a single click, cutting a multi-hour manual reporting task down to minutes.
- **HPT-Insight AI Article Builder — Automated SEO Content Generation Module:** Extended the platform with a module that writes publish-ready SEO blog articles end-to-end. Before generating a single word, the system checks the company's live content database to confirm real search demand exists for the topic, screens for "keyword cannibalization" (an existing article already targeting the same term, which would make two pages compete against each other for the same ranking), automatically selects the most relevant existing pages to link to, and reuses the external sources the site already cites most as trustworthy — grounding the AI in the site's real data instead of guesswork. That research is fed to the DeepSeek AI API together with a dedicated writing brief to generate a fully structured article (headings, an at-a-glance "quick answer" box for search snippets, tables, and internal links), which is then validated for length and formatting and exported as a ready-to-edit Word document. Supports both single-title requests and bulk generation from an uploaded spreadsheet, with every draft logged for human review before publishing — turning a multi-hour writing task into an AI-assisted first draft in under a minute, while keeping a human editor firmly in control of what actually gets published.
- **HPT Rank Math — Custom Real-Time SEO Scoring Engine (Chrome Extension):** Reverse-engineered and rebuilt, from scratch, the scoring algorithm used by Rank Math (a leading WordPress SEO plugin) as a standalone Chrome extension, so writers get the same real-time 0–100 SEO score and checklist — keyword placement in titles, headings, body text and URLs, keyword density, content length, readability, internal/external links, image alt text, and more — directly inside Google Docs, before content ever reaches WordPress. Each of the 24 underlying checks is weighted and scored exactly the way the original plugin calculates it (points are awarded only when a rule passes, and rules that don't apply are excluded rather than penalized), giving writers an accurate score they can trust rather than a rough guess. Layered the DeepSeek and Mistral AI APIs on top to translate each failed check into a plain-English, actionable fix — for example, "add your focus keyword to one more subheading" instead of a raw rule name — shortening the content team's SEO review cycle.

PT. Salam Pacific Indonesia Lines *Surabaya, Indonesia*

Brand Communication Manager September 2024 – Present

- Design branding program concepts aligned with company strategy to enhance its corporate image and market positioning.
- Prepare and implement comprehensive campaign plans to ensure marketing programs run efficiently and achieve target objectives.
- Coordinate with Customer Service and National Sales departments to communicate current and upcoming marketing initiatives across all business units.
- Regularly analyze the performance of branding programs and campaigns, providing insights and recommendations for continuous improvement.
- Write articles and news reports to share company-related information across internal and external communication channels.
- Coordinate with corporate communications and manage relationships with external media to ensure smooth collaboration and accurate brand coverage.
- Develop concepts for SPIL program publications and optimize social media presence based on performance analysis to increase engagement.
- Leverage SEMrush to analyze digital content performance, identify keyword and content gap opportunities, and benchmark brand visibility against industry competitors — enabling data-driven adjustments to the marketing communication strategy.

- Collaborate with corporate communications to develop and accurately execute CSR programs and initiatives that support the company's strategy.
- Organize internal and external events (online and offline) aligned with marketing strategies; collaborate with associations, universities, and communities to achieve marketing objectives.
- Manage communication with partners to develop collaborative programs; provide partnership proposals to enhance brand value.

Selected Project Experience

- SPIL Annual Conference (SAC) — Full event rundown command; oversaw LED screens, printed materials, and keynote presentations; acted as central coordinator between EO, AV teams, videographers, and internal departments.
- Welcome to Reloaded SPIL Badminton Tournament — Developed event concept, full timeline, vendor management, RSVPs, budgeting, and on-site execution.

PT. Guud Logistics Indonesia *Jakarta, Indonesia*

Marketing Communication Manager October 2023 – August 2024

- Supported the Chief Marketing Officer to produce product and customer-specific marketing communication materials including brochures, eDMs, and training manuals to support new product launches.
- Worked closely with local sales and business development to understand the logistics market landscape and enable knowledge sharing with the corporate marketing team in Singapore.
- Managed media relations and crisis communication.

Selected Project Experience

- ClicDeclare Launching — Created detailed launch timeline covering development, testing, integration, and regulatory compliance; coordinated logistics, managed invitations, presentations, and media interactions; gathered stakeholder feedback for future iterations.

PT. Elabram Systems *Jakarta, Indonesia*

Marketing Account Executive February 2023 – October 2023

- Supported marketing activities and assisted with monthly budget preparation and digital ads reporting.
- Created reports for potential leads from digital ads and prepared monthly email marketing campaigns for existing and potential clients.
- Assisted on marketing activities in partnership and searched for potential events for product showcase.
- Invited digital ads leads for demo meetings; retained and maintained strong relationships with existing clients.
- Collected client feedback, testimonials (text and/or video), and created client case studies; conducted user satisfaction surveys.
- Served as brand representative at online and offline events.

PT. Elabram Systems *Jakarta, Indonesia*

Digital Marketing Specialist October 2021 – February 2023

- Developed and implemented digital marketing strategies to increase website traffic, generate leads, and achieve business objectives.
- Managed and optimized digital advertising campaigns including Google Ads, social media ads, and display advertising to maximize ROI and KPIs.
- Conducted market research and competitor analysis to identify target audience segments, industry trends, and growth opportunities.
- Created engaging content for websites, blogs, social media platforms, email campaigns, and paid ads.
- Utilized SEO techniques to improve website visibility, keyword rankings, and organic traffic.
- Managed social media accounts; executed A/B tested email marketing campaigns including list segmentation and performance analysis.
- Collaborated with web developers and designers to optimize landing pages and ensure seamless customer journeys across digital touchpoints.
- Monitored and evaluated campaign performance; provided regular data-driven reports and recommendations to stakeholders.

Selected Project Experience

- HR Forward (hrforward.org) — Managed and grew the Indonesian HR Community WhatsApp Group to 233 active participants; led bi-monthly discussions; organized webinar with approximately 150 participants.
- Launch The Rebranding of Axdif (axdif.com) — Conducted market research and competitor analysis; managed press release copywriting; secured sponsorships and media partners; ensured all marketing materials were prepared; participated in Tech In Asia.

PT. Elabram Systems *Jakarta, Indonesia*
Business Development Officer January 2021 – October 2021

- Approached HR decision-makers and company stakeholders to present tailored product solutions.
- Prepared and presented detailed reports by collecting and analyzing internal team data.
- Collaborated with sales, marketing, and product development teams to improve customer experience and satisfaction.

KPRI Pamenang *Kediri, Indonesia*
Public Relation Officer August 2020 – January 2021

- Managed commercial vehicle documentation, licensing with tourism and traffic authorities, and company notarial deed matters.

SKILLS

SEO: Local SEO, On-Page SEO, Technical SEO, Keyword Research, Backlink Strategy, GBP Optimization, Pillar Page Strategy, Content Strategy, "Near Me" Optimization, Core Web Vitals

SEO & Analytics Tools: SEMrush, Ahrefs, Google Analytics (GA4), Google Search Console, Google Business Profile

Paid Advertising: Google Ads (PPC), Social Media Ads, Display Advertising, Campaign Optimization, Lead Generation

CRM & Marketing Tools: Zoho CRM, Zoho Campaigns, Zoho Drive, Salesforce, Moosend, Sisense, Trello, Axdif

Content & Social: Blog Writing (120+ articles), Email Marketing Campaigns, Social Media Management (Facebook, Instagram, Pinterest, LinkedIn, Twitter), Geotagged Image Production, Case Studies, Guest Posting

General Marketing: Brand Communications, Event Management, Media Relations, B2B Partnerships, CSR Programs, 360° Marketing

Technical: Google Suite, Microsoft 365, Page Speed Optimization

EDUCATION

Universitas Kadiri *Kediri, Indonesia*
Master of Law Science — Candidate 2023 – Present

Universitas Kadiri *Kediri, Indonesia*
Bachelor of Law Science 2016 – 2020

- Graduated Cum Laude
- 2nd Best Graduate Student in Law Faculty
- Peningkatan Prestasi Akademik (PPA) Scholarship Awardee

ORGANIZATIONAL EXPERIENCE

External Commission – Student Representative Council, Universitas Kadiri 2018 – 2019

- Coordinated with stakeholders for programs and events; conducted sponsor meetings; negotiated additional budgets with companies and universities.

General Treasurer – Student Executive Board of Law Faculty, Universitas Kadiri 2018 – 2019

- Managed monthly cash flow, accounts payable and receivable, annual budget, and financial reporting to the university.

LANGUAGES

- English — Fluent (TOEFL score: 581 out of 677)
- Indonesian — Native