

CALVIN GERALDO

CERTIFIED SEO SPECIALIST - MARKETING STRATEGIST

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Jakarta, Indonesia

Results-driven and strategic marketing professional with 5 years of experience specializing in organic marketing, SEO, and content strategy across diverse industries (Edtech, F&B, Manufacturing, Interiors, Automotive, and Home Appliances). My background in Philosophy (Bachelor of Humanities) provides a unique foundation in critical thinking and systemic analysis, enabling me to develop deeply impactful, data-driven organic strategies that align with overarching business goals and drive significant growth.

Now, as a agency worker, I also seeking a position of Senior, Supervisor or Lead level in SEO, Marketing Communications, or Growth Marketing to leverage my full-funnel organic acquisition skills and lead high-performing teams. And also, all of that will be impacted to the business of company.

EXPERIENCE

PT Dibilabs Agensi Indonesia

SEO Specialist - Full Time

October, 2025 - present

- Led SEO delivery for 4 clients in a Product Owner capacity, coordinating with content, development, and SEO teams
- Accelerated organic lead generation performance, surpassing targets with a peak achievement of 162 monthly leads(target: 50)
- Revitalized organic performance, then achieving a 9x increase in traffic within three months for a previously stagnancy
- Enhanced user journey and conversion paths, bridging informational content with commercial product pages
- Oversaw the execution of a high-volume content pipeline, delivering 94 articles monthly in line with SEO and business goals

PT. Mega Harapan Mulia - Kelas Group

SEO Specialist - Full Time

August, 2022 - August, 2025

- Achiev organic clicks is 30.000+ per week with 8,000,000+ impressions per month
- Increased organic queries by 40x+ and SERP feature penetration ability from 0 to 3,000+ per two years
- Maintain page structure with SEO best practices, especially on product page
- Evaluate technical cases (Indexing, etc. to be assigned for Tech team)
- Creating user journeys, both on-page and off-page

- Running Media Releases with more than 3 mainstream media every month
- CRM Monthly activities with sending 6-10 Newsletter & Broadcast (blog information, campaigns, and promos) with Sender and Qontak
- Producing briefs for up to 40 monthly articles, also as Proofreader and Content Editor
- Publishes 30 to 40 articles every month
- Ensure a target of 10% total conversions every week

PT. Mega Harapan Mulia - Kelas Group

April, 2023 - August, 2025

Marketing Communication PIC - Full Time

- Supervise and manage Content Writer, Social Media Specialist, Content Creator, Graphic Designer, and KOL Specialist
- Create an organic marketing strategy every month
- Report to the Head of the Marketing Department on a weekly and monthly basis
- Ensure a target achieved of organic channel conversions per-weekly

PT. Kama Samboga Group - Mad Bagel

2021-2022

Offline & Search Marketer - Full Time

- Responsible for 30% of the revenue target of total annual sales
- Increase total traffic to stores by 20% in Q1 2022
- Create various promotions in stores & events, be it week or month
- Collaborate with the cycling community to create trends for brands
- Ensure online to offline for customer journey across 12 stores and more than 3 events/ month

SKILLS

- | | | |
|-----------------------|---------------------|----------------------|
| • Negotiation | • Leadership | • Time-management |
| • Communication | • Content Marketing | • Adaptability |
| • Tech Savvy | • Analytical | • AI Prompting |
| • Copy/Content Writer | • Critical Thinking | • Project Management |

LANGUAGES

- | | |
|--------------------|-----------|
| • Bahasa Indonesia | • English |
|--------------------|-----------|

TOOLS/SOFTWARE/PROGRAMING LANGUAGE

- | | |
|---------------------------|--------------------------------|
| • Google Search Console | • Ms. Office |
| • Google Analytics | • Sender for CRM |
| • Google Looker Studio | • Qontak for WhatsApp Blasting |
| • Google Trends | • SEMrush |
| • Google Keyword Planner | • AI Tools |
| • Google Business Profile | • Content Management System |
| • Google & Meta Ads | • HTML for SEO |
| • Marketplace Ads | • Canva for Presentation |