

TEZA JOPLIN PAELONGAN

Digital Marketing Specialist — SEO & Performance Marketing

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[Portfolio: tezajoplin.com - Personal Site](#)

PROFESSIONAL SUMMARY

I didn't start in marketing. My career began in operations, managing shrimp farms, overseeing a luxury villa in Bali, and running my own laundry business. Those experiences taught me how businesses grow, how teams operate, and how customers make decisions. Today, I apply that business mindset to digital marketing. I currently lead SEO initiatives at Votelino.id, an early-stage SaaS voting platform, where I built the site's organic search foundation from scratch through keyword research, content strategy, analytics implementation, and on-page optimization. Within my first three months, I generated 4+ organic leads and contributed to the acquisition of 3 clients through organic search.

CORE SKILLS

- SEO Strategy: On-page, Content & Technical
- Link Building & Content Optimization
- Ads: Google Search & Display, Meta Ads
- Analytics: GA4, Google Search Console, Ahrefs, Semrush
- Tools: VS Code (Basic HTML/CSS), Canva, Davinci Resolve, Lightroom

MARKETING EXPERIENCE

SEO Specialist — [Votelino.id, Tangerang](#) Mar 2026 – Present

Votelino.id is an early-stage SaaS voting platform for event organizers across Indonesia. The site had almost zero traffic when I came in. No GA4, no GSC, nothing set up.

- Conducted keyword research, set up GA4 and Google Search Console, and published 16 SEO articles over three months
- Achieved 1,680 impressions, 131 clicks, and avg. position 5.5. All organic, zero paid traffic
- Contributed to the acquisition of 3 clients through organic search, including Holycow Sweet 16th, Koko Cici Jakarta 2026, and Prime Icon Coda 2026

OTHER PROFESSIONAL EXPERIENCE

Operations Lead — [JH Laundry, Pontianak](#) Jan 2025 – Present

- Running a laundry business in Pontianak. Processing 2.5 to 3 tons per month on average, growing consistently since day one
- Currently planning a second outlet in Bali, adding self-service laundry and building a proper online presence

Villa Manager — [Sunsets Villa Padang Padang, Uluwatu, Bali](#) 2023 – 2024

- Managed daily operations of a 4-villa luxury property in Uluwatu, Bali. Covering maintenance, housekeeping, and vendor coordination. Guests came from Russia, Australia, China, Hong Kong, and India, with all interactions handled in English.
- Maintained near-full occupancy throughout with only 4–5 vacant days total, generating IDR 55–60M in monthly revenue with a team of 3 including myself

Operations Manager — [Pertambakan Khatulistiwa, Pontianak](#) 2020 – 2023

- Managed full farm operations with a budget of IDR 50–70M per cycle, covering production costs, payroll, and harvest logistics
- Led a team of 14 workers and coordinated end-to-end supply chain from Pontianak to buyers in Jakarta
- Ensured quality standards across stocking, feeding, and harvesting phases to meet buyer targets

EDUCATION & CERTIFICATIONS

- Bachelor of Management · Universitas Pelita Harapan
- [Full Stack Digital Marketing · RevoU, completed 2024](#)
- [Advanced SEO Bootcamp · Ilmi Digital Course, completed 2025](#)
- [Performance Marketing — Google Ads & Meta Ads · Ilmi Digital Course, completed 2026](#)

Capstone Project — Full Stack Digital Marketing Bootcamp, RevoU 2023 – 2024

Simulated end to end SEO project as part of the bootcamp curriculum.

- Built an end-to-end SEO project from scratch, achieving 70%+ organic traffic growth for a service-based business case
- Developed keyword plans and content briefs targeting conversion-focused queries, not just volume
- Gained hands-on exposure to technical SEO auditing, schema markup, and site architecture planning

LANGUAGES

English (Professional Working Proficiency) | Indonesian (Native)