

YOHANA PRATIWI

Full-Stack Developer & SEO Specialist

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Portfolio: <https://yohanapратиwi.com>

PROFESSIONAL SUMMARY

Information Systems graduate with 13+ years of experience in IT Support, Network Management, and Digital Marketing. Passionate Full-Stack Developer and SEO Specialist with a strong track record of delivering scalable web applications (Laravel, PHP) and optimizing digital campaigns to drive organic growth. Proven ability to combine technical problem-solving with business-oriented SEO strategies.

TECHNICAL SKILLS

Programming & Frameworks: PHP, Laravel 12, CodeIgniter, HTML, CSS, JavaScript, RESTful APIs, PWA

Digital Marketing & SEO: On-Page/Off-Page SEO, Technical SEO, Keyword Research, Meta Ads, Google Ads

Tools & Platforms: Git, MySQL, Web Analytics, Figma, UI/UX Prototyping, Network Troubleshooting

WORK EXPERIENCE

Freelance Full-Stack Developer / System Architect | Independent Freelancer **2024 – Present**

- Developed and delivered an end-to-end Multi-Portal Web Application (VULL.CAT), handling the entire project lifecycle.
- Architected systems using Laravel and PHP, integrating modern frontend designs with robust backend logic.
- Implemented SEO best practices within the codebase to ensure optimal search engine visibility.

SEO Specialist | PT IPAN Properti Grup **2024 – Present**

- Designed and executed data-driven SEO strategies, improving organic traffic and search engine rankings.
- Developed SEO-friendly website structures focusing on technical SEO and landing page optimization.
- Analyzed web performance and managed digital campaigns across Meta Ads and Google Ads.

Customer & Sales Administrator | PT Parit Padang Global **2020 – 2024**

- Managed administrative workflows and resolved customer inquiries efficiently, ensuring high client satisfaction.
- Supported sales operations through accurate data entry, tracking, and cross-departmental coordination.

IT Support Intern | PT Primanusa Global Indo **2018**

- Identified, documented, and troubleshooted hardware, software, and local network issues.

SELECTED PROJECTS

VULL.CAT (Multi-Portal Web App) • Laravel, PHP, Bootstrap, PWA

Engineered a scalable multi-portal application from scratch. Implemented user authentication, dynamic content management, and robust deployment pipelines.

EDUCATION

Bachelor Degree of Information System | Polytechnic of Caltex Riau **2015 – 2019**

GPA: 3.56 | Relevant Coursework: Software Engineering, Database Systems, Computer Networks

CERTIFICATIONS

Programmer Scheme (Sertifikasi Kompetensi BNSP) • LSP PCR (2019)

Best Finalist Web Design • IMK's Competition Design Website (2016)