**Ana Zahida**

**Perum Karangsari Indah B3 No 03 Karangsari Sendangtirto, Berbah Sleman, Yogyakarta**

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**Email:** [**Anzahida@gmail.com**](mailto:Anzahida@gmail.com)

**CURRICULUM VITAE**

**Language Ability**

**Indonesian** (fluent both written and oral)

**English** (fluent both written and oral)

**Arabic** (fair both written and oral)

**Profile**

A persevering reliable freelance writer with plentiful mesmerizing ideas for a very superb article. A swift learner who is always open to many new ideas and is communicative to meet the demand of many clients of any social and professional backgrounds. Well-mannered and fully aware of diversity in multicultural background. Flexible to face challenges at work and is always punctual to meet deadline. Excellent knowledge of academic writing techniques, English structure and vocabularies.

Would like to work as a freelance writer and translator in a company or projects that offer great opportunity and experiences for career development in both writing and translation.

**Academic Background**

2010- 2012 **Master of Art (MA)** Media and Cultural Studies

The Graduate School of Gadjah Mada University

GPA: 3, 82

2005-2009 **Sarjana Sastra (SS)** English Department

Universitas Negeri Malang

GPA: 3, 6

**Professional Experience**

Sept 2014-now Freelance Writer for Gendies.com

Aug 2013-(on leave) Lecturer of General English in PPB (Language Center) UIN Sunan Kalijaga

Oct 2011-(on leave) CILACS (Center of International Language and Culture Studies) Working as a freelance English instructor for IELTS Preparation, TOEFL Preparation, Pronunciation, Academic Writing, General English and also a freelance translator mainly for academic journals.

2012-(on leave) IELTS Instructor of EDLINK CONNEX.

2009-2010 Lecturer of ESP (English for Specific Purposes) in Muhammadiyah University of Malang Language Center

**Key Skills and Competencies**

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* Well experienced writer for many marketing articles of any background both in English and Indonesian
* Professional and able to meet tight deadline
* Imaginative and always capable in satisfying customer’s demand
* An avid readaer of literature both Indonesian and English
* A prudent well-researched writer and aware of social and cultural difference

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Thank you for reading my resume.

Cordially yours,

Ana Zahida

**ARTICLE WRITING PORTFOLIO**

1. **Memilih Jasa SEO Profesional Untuk Menjadikan Website Anda Yang terdepan**

*Bagaimana cara kerja search engine optimatization?*

Saat ini hampir setiap orang akan mengunjungi mesin pencari di internet saat ingin mendapatkan informasi mengenai sesuatu. Hal ini secara otomatis menjadikan internet marketing alias pemasaran melalui internet menjadi salah satu kunci utama bagi kelancaran bisnis Anda. Membuat website atau toko online secara profesional yang dapat menampilkan setiap seluk-beluk produk atau jasa yang Anda tawarkan secara mendetil merupakan suatu keharusan agar setiap pengunjung mesin pencari dapat mengenal produk atau jasa Anda. Tetapi tentu membuat situs saja tidak cukup. Anda perlu mendapatkan bantuan dari para web master yang menawarkan **jasa SEO** atau search engine optimatization agar situs Anda selalu terkawal dengan baik sehingga menduduki peringkat teratas dalam mesin pencari.

Para web master yang menawarkan jasa **search engine optimatization** ini mengenal dengan sangat baik cara kerja mesin pencari seperti Google, yahoo, ebay, wiki, dan lain sebagainya dalam merangking setiap situs berdasarkan kata kuci yang Anda ketikkan pada mesin pencari. Untuk mengawal situs Anda agar selalu menjadi yang terdepan di halaman mesin pencari, perusahaan penyedia jasa SEO akan melakukan penelitian pilihan kata kunci dan memberikan rekomendasi, melakukan pencarian kata kunci, onsite optimatisasi, membangun link, mengusahakan artikel marketing terkait bisnis Anda untuk menaikkan rangking, melakukan social bookmarking, dan sebagainya. Semua hal tersebut dilakukan agar mesin pencari dapat mendeteksi situs Anda dan mengurutkannya di halaman terdepan berdasarkan reputasi yang telah dibangun oleh perusahaan jasa SEO. Lazimnya, efektifitas kerja SEO dapat kita ukur secara transparan dan gratis melalui mesin seperti google analytics.

Tentu saja Anda harus berhati-hati dan cermat memilih Jasa SEO yang ada di internet. Akan lebih baik bila Anda memilih jasa SEO yang profesional dan memiliki reputasi yang baik karena memiliki kualitas terjamin dalam bekerja keras menayangkan iklan yang sesuai dengan Algoritma mesin pencari seperti Google. Anda juga harus mempertimbangkan harga yang harus Anda bayarkan untuk setiap paket keyword yang Anda pilih. Perlu Anda ketahui, harga keyword biasanya ditentukan oleh padatnya lalu lintas persaingan di jagat maya mesin pencari. Semakin sering dicari, maka harga keyword akan melambung tinggi. Itulah sebabnya mengapa Anda perlu mendapatkan rekomendasi dari penyedia **Jasa SEO** profesional yang bekerja berdasarkan riset dan legalitas.

1. **Memanfaatkan Geliat Social Media bagi Bisnis Anda Melalui Jasa SMO**

*Bagaimana cara kerja SMO?*

Salah satu arus informasi tercepat saat ini adalah social media. Keberadaan social media memungkinkan siapa saja menjadi seorang reporter amatir atas segala hal yang dilihat, dirasa, ataupun didengarnya dari lingkungan sekitar. Tidak seperti media tradisional yang baku dan terikat norma dan etika tertentu, social media cenderung sangat cair, tak berbentuk, dan hampir tidak memiliki batasan yang jelas. Setiap orang bisa menulis apapun dalam akun media sosial yang dimilikinya. Bila tulisan tersebut tidak dapat diterima oleh publik, maka sanksi sosial bullying pasti tidak dapat terhindarkan. Geliat media sosial yang begitu pesat menderaskan arus informasi ini menjadi lahan subur internet marketing melalui **Jasa SMO** (social media optimatization).

Pada prinsipnya, social media optimatization bekerja dengan menggalang kekuatan publik media sosial untuk ikut serta memasarkan situs perusahaan Anda. Seorang web master penyedia jasa social media optimatization akan bekerja dengan membuat akun yang memiliki tingkat visibilitas tinggi pada penelusuran mesin pencari. Kemudian dia akan mempromosikannya dengan memanfaatkan fungsi social networking untuk meningkatkan pengenalan publik akan situs perusahaan Anda sehingga mampu mendatangkan calon pelanggan dari akun media sosial nyata. Selain cara tersebut, penyedia jasa **social media optimatization** juga akan mendorong publik media sosial untuk menyukai, memperkenalkan, maupun menceritakan tentang situs perusahaan Anda. Pendeknya, media sosial akan dikelola menjadi pusat pemasaran berantai alias viral marketing.

Lazimnya, penyedia **jasa SMO** akan bekerja untuk memilih berbagai kanal media sosial yang tepat sebagai alat promosi, membuat berbagai akun media sosial yang dikelola secara profesional oleh para manajer media sosial, mengintegrasikan berbagai akun media sosial dengan website perusahaan Anda, mendorong jumlah pengikut di Twitter, meningkatkan jumlah share dan like di Facebook, memperbanyak jumlah penonton di Youtube, dan juga meningkatkan visibilitas situs perusahaan Anda pada mesin pencari. Pemasaran berantai melalui akun media sosial cenderung pesat meningkatkan pengenalan publik akan situs perusahaan Anda. Informasi tentang situs perusahaan Anda akan menyebar dengan begitu cepat sehingga dapat dikenal oleh hampir seluruh kalangan, apalagi bila produk atau jasa yang Anda tawarkan cukup menarik, menggiurkan, atau memiliki tingkat permintaan yang tinggi. Media sosial akan secara alamiah menyebarkan informasi tentang situs Anda.

1. **Boosting The Sales of Your Company? Why Not Using Social Media?**

What is the best business strategy to market your brand by using social media?

Certainly everyone throws a party of merriment welcoming the boom of social media usage in every niche aspect of human’s life. No one would probably ever guessed that he can have a chit chat with someone from abroad through the click of a finger or even make a group call for holding a very important meeting to make an essential life or death decision. Well, social media certainly alters the whole universe with its magic. With the rise of social media in all niche aspect of life everyone can turn to be a selfie photo model, a journalist of travel, culinary, hobby, or updated news, a political commentator, and even a marketing chief for almost anything worth selling!

When someone is born with a great talent to socialize naturally, social media will enable him or her with an ability to add many friends, keep a good relationship with them, and build a social network, a capability certainly needed for the growth of business. Thus, within the magic of social media rise in our life lies a golden chance of selling. No wonder we have seen in our Facebook timelines a herd of new marketers bringing a bunch of brand new product to our nose, stifling us with the fragrant discount and profitable purchase.

When we want to succeed marketing our brand, we certainly need the best social media marketing strategy to compete with the heightened social media marketing traffic on the cyber world. A good social media marketing strategy will be able to gain web traffic or attention through social media sites. Social media marketing works well through social network resulting in electronic word of mouth that is shared by the internet users in their social media accounts. This kind of viral marketing is usually highly trusted by all users since it comes from the third party who almost has no connection with the brand, product, service, event, or company they share. Therefore, the social media marketing can be classified as earned media rather than paid media.

Generally, there are two approaches in which we can use social media for marketing: the passive approach through blog reviews, content communities, and forums and the active approach through some social media such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google +, Yelp, Foursquare and at cetera. If you can hire some excellent bloggers to review your brand, product, or service, you can also use social media to make an online dialog in the attempt of building relationship with some loyal customers like what some popular Business Executives did. CEO of Apple, Steve Jobs regularly post in the CEO blogs and other social media in order to encourage the customers to express their feelings and disclose what they want. This is the interesting part of the social media; every customer will have a big part in sharing their opinion and ideas, making the product or brand according to their demand and then share it to the public. Every customer can actively involve him or herself as the active part of viral marketing. By engaging the customers through social media fan page of Facebook all business executive can maintain the loyalty of the customers towards their beloved brand and product. On the other hand, the customers can also actively involve themselves in making their dreamed product come true.

One of the most popular social media, Facebook has a friendly feature for social media marketing through what is so called **Facebook Ads.** Facebook Ads allows a product to provide detailed information through videos, photos, longer descriptions, and testimonials as well as through customer’s comments and shares. This Facebook Ads link is integrated to other social media like Twitter Page through a link back. A good thing about advertising your brand through some popular social media is that they can provide marketers with a hard number of users although a large number of users do not always mean a great number of sales.

Hiring a highly qualified advertising agency is certainly a must for any entrepreneur who wants to market the brand, product, or services through social media marketing. Since doing social media marketing will certainly require the hands of the expert, it is quite impossible to tackle it on your own. To select the best and qualified advertising agency for your company, you need to check the agency’s track record, services, certificate, regular report, and warranty and maintenance. All these items are by all means a must have for the qualified advertising agency. Zulton Teams provide such highly qualified service for social media marketing to assist you to boost the sales, spread the brand, and grow the business with better digital strategies. They always actively listen to what you experience for the present and what kind of novelty you would like to improve for a better tomorrow. Besides always actively listening, they also analyze the problems that grab your business from many aspects before diagnosing the best solution to perform and open up new opportunities for the best of your company. Moreover, they also build the best strategy planning that is the most likely to solve any kinds of problems. All these attempts will be regularly reported periodically as you wish. All the achievements will be noted as a great step while the failure will be fixed and improved with a better strategy. All these things are done certainly for prioritizing the satisfaction of all customers. Once they are hired, a good co-working relationship will thus begin and they will always become the best partner of your company in dealing with the righteous digital strategy to compete with other social media marketers in the cyber world. You do not to worry about the warranty of their services since they also provide all customers with the best warranty services and maintenance. A complete package of digital marketing strategies, that is what Zulton Teams defined. And with this complete package of digital marketing, the company brand will certainly sell well in the market competition.

1. **Boosting Your Web’s Visits? Hiring The Right Google AdWords Agency Is The Key**

*How to choose the right Google AdWords agency?*

In every kind and any level of business, marketing is one of the utmost essential elements which can lead the company to stride into success or tumble down in the fumble of flop. Therefore, every company will certainly projecting a quite far above the ground budget to promote the products they manufacture or service they provide as well as to promote their business. Promoting products through marketing and promoting company through company profiling means letting everyone acknowledge the existence of the product or service offered to the market. Acknowledging the public will certainly bring the product or service closer to their heart and mind, and thus will heighten more possibility of purchasing whenever the public are in need of such product or service.

Today, when it comes to marketing the product or service globally, every entrepreneur on earth will surely depend himself on what is so called the magnificent and magic of new media. Some decades ago, acknowledging business and product or service will be unlikely without huge some of budget indeed because the means for marketing business are only through local television ads, billboards, mass media, magazine, brochure, or pamphlet. Now, the sheer attractiveness of new media through what is so called **internet marketing** offers many opportunities to knock the door of every internet surfer and bring the product or service directly to their eye online through the click of the finger.

Google AdWords is one of the highly possible features for internet marketing campaign of everyone’s business. As an online advertising service that positions advertising link at the top, bottom, or beside the list of search result of Google displays of every keywords typed by the internet user, Google AdWords has a sharp effectiveness in tickling the internet user to know more about the business and product or service brought to the eye. The text advertisement of Google AdWords are short, consisting of one headline of only 25 characters, two additional text lines of 35 characters each, and a display URL of 35 characters. When we would like to add some images, it will become the portion of interactive advertising bureau standard size which is different from Google AdWords. The utmost key of success to hit the attention of all internet users lies in the choice and placement of the ads and the appropriate keywords relevant with the search query of the advertising copy. As information, due to its flexibility in bringing the ads directly to the internet user, now almost every entrepreneur use the Google AdWords campaign for their utmost marketing element.

Already proven to be effective globally, **Google AdWords** does not need a far to the ground budget since Google AdWords offers pay-per-click (PPC) or cost-per-click (CPC) advertising, and cost-per-thousand-impressions or cost per mile (CPM) advertising. Google adWords is thus site targeted advertising for text, banner, and rich media ads and remarketing. With a quite economical advertising cost Google AdWords program can reach local, national, and even international distribution. The AdWords program includes local, national, and international distribution.

What if the company comes from a low level class and does not have a website? Google AdWords offers a feature aimed at a small business known as Google AdWords Express which can support a small business with no website allowing them to direct customers to their place page. When it comes to internet marketing, choosing Google AdWords is the right choice for sure.

However, to be able to choose the right keywords to boost up the site’s visits we will certainly need the help of the advertisingagency available on the internet. Hiring an advertising agency for our Google Adwords campaign will surely do well if we carefully select the righteous agency. The first question to determine the quality of the advertising agency will be their track record. We can ask them to prove whether they have successfully built a Google Adwords campaign for some companies or not. The next question will be the kind of service they provide. Do they provide us the right marketing strategies for Google AdWords campaign? Do they increase exposure, traffic, provide marketing insight, and develop a loyal fans? What about their warranty and maintenance? These are some essential questions to ask whenever we are likely to hire an advertising agency.

All these quintessential questions are perfectly met by the Zulton Teams **advertising** agency. They offer is the updated digital strategy and techniques for fulfilling the internet marketing demand and target in the attempt of boosting our business among the heightened business competition. They are able to reach a larger market and meet the targeted advertising demand with a low advertising cost. The ultimate benefit is they also report schedule ads, provide warranty and maintenance, have many features, own many responsive themes, provide market insight, not only can reach the internet user directly but also build a group of loyal fans for the site, and last but not least always provide all customers with satisfying result. All these full service is easily observed through regular report. They will connect our AdWords and Analytic accounts and will always report our AdWords result in the context of our other traffic data. They have a good reporting cycle and a good format to deliver it. Since they are determined to meet the demand of every client, they can offer us a weekly, monthly, quarterly, annually, or anytime regular report to satisfy our internet marketing demand. Once the working relationship begins our account will be managed by one of highly trained pay per click expert. What is more is that they are also AdWords certified and become the part of Google partners program.Once they are hired as our advertising agency, they will become our utmost loyal partner in advertising the internet marketing of our business. The right advertising agency like them will talk the talk, have a good business instinct, are always open to communicate without confusing the client by using highly technical jargons. Since Zulton’s Team provides the best answer for the entire above question, certainly we have found the right advertising agency.