

DENY TB

Full-Stack Developer | SEO Strategist | AI Automation | Digital Product & UI/UX

Indonesia | Open to Remote Opportunities | denytb.com | linkedin.com/in/denytb/

PROFESSIONAL SUMMARY

Digital technology professional with 16+ years of experience across full-stack development, SEO, UI/UX, digital performance, and product design. Combines engineering, search strategy, analytics, and AI-powered automation to improve audience growth, content operations, and digital product performance. Experienced in building web applications, APIs, publishing workflows, technical SEO programs, and cross-functional digital initiatives for major Indonesian media and technology organizations.

CORE SKILLS

Development: PHP, CodeIgniter, Laravel, JavaScript, Vue.js, HTML5, CSS, REST APIs, MySQL, PostgreSQL, Redis, Nginx

SEO & Growth: Technical SEO, On-Page SEO, Keyword Research, Content Gap Analysis, Search Intent, Site Architecture, Internal Linking, Structured Data, Google Search Console, Google Analytics

AI & Automation: LLM Workflows, AI-Assisted Research, Content Generation, Validation, SEO Optimization, Publishing Automation, Prompt Design

Product & Design: UI/UX, Responsive Web Design, User Flows, Wireframing, Prototyping, Digital Product Development, Performance Optimization

PROFESSIONAL EXPERIENCE

Digital Performance Marketing

Media Indonesia - Freelance

Dec 2023 - Present | Indonesia | Hybrid

- Lead SEO, digital performance, and organic growth initiatives to improve search visibility, audience acquisition, and overall website performance.
- Develop AI-powered workflows for content research, generation, validation, SEO optimization, and publishing automation.
- Analyze Google Analytics, Google Search Console, and SEO data to identify traffic opportunities, content gaps, technical issues, and user behavior trends.
- Conduct technical SEO audits covering crawling, indexing, site architecture, internal linking, structured data, page speed, and mobile usability.
- Collaborate with editorial, product, technology, social media, and commercial teams to align content and digital initiatives with business objectives.
- Contributed to increasing page views from approximately 2 million to 6 million through data-driven SEO, content optimization, and digital product improvements.
- Explore new digital products, automation systems, and monetization opportunities to support sustainable audience and revenue growth.

SEO Specialist

Lampung Post - Contract

Dec 2023 - Present | Indonesia | Remote

- Develop and execute SEO strategies to improve search rankings, organic traffic, and content discoverability.
- Conduct keyword research, competitor analysis, content-gap analysis, and search-intent mapping to identify new traffic opportunities.
- Optimize news and evergreen content through titles, metadata, headings, internal links, content structure, and topical relevance.
- Monitor crawling, indexing, sitemaps, page speed, mobile usability, and structured-data issues through regular technical SEO audits.
- Translate performance data into actionable recommendations for editorial and digital teams and continuously refine organic growth strategy.

Full Stack Developer

SmartJen - Contract

Dec 2021 - Mar 2024 | Singapore | Remote

- Designed, developed, and maintained full-stack web applications using CodeIgniter for backend development and Vue.js for responsive, interactive frontend interfaces.
- Built RESTful APIs, database structures, authentication systems, dashboards, and integrations between frontend and backend services.
- Translated business requirements into user flows, wireframes, functional interfaces, and scalable technical solutions.
- Improved application security, speed, stability, and maintainability through testing, debugging, query optimization, code refactoring, and cross-functional delivery.

PROFESSIONAL EXPERIENCE - CONTINUED

Search Engine Optimization Specialist

Medcom.id (PT Citra Multimedia Indonesia) - Full-time

May 2020 - Nov 2021 | Jakarta, Indonesia

- Designed and executed comprehensive SEO strategies across on-page optimization, off-page initiatives, content management, traffic analysis, and performance measurement.
- Improved website discoverability through SEO-friendly interface recommendations, responsive design practices, technical optimization, and data-driven content decisions.

Frontend Developer

Medcom.id (PT Citra Multimedia Indonesia) - Full-time

Dec 2018 - Nov 2021 | Jakarta, Indonesia

- Developed responsive frontend components and digital experiences using modern web technologies to improve user interaction and usability.
- Worked with digital and product teams to ensure design implementation supported SEO, performance, and commercial objectives.

Head Designer IT Multimedia

Media Televisi Indonesia (Metro TV) - Full-time

Dec 2013 - Apr 2020 | Jakarta, Indonesia

- Led multimedia interface design for digital and television platforms with a focus on visual experience and usability.
- Supervised UI/UX design for internal and external applications, ensuring consistency between visual design and functionality.
- Integrated user feedback into interface improvements to create more intuitive and interactive digital experiences.

Art Director

Buzzworks

Feb 2013 - Dec 2013 | Jakarta, Indonesia

- Directed UI design for digital advertising and client campaigns, producing modern interfaces aligned with business and brand requirements.
- Designed web UI/UX prototypes and led creative development of visual elements supporting seamless user experiences.

Front End Designer

ION Soft

Aug 2012 - Feb 2013 | Jakarta, Indonesia

- Designed web and application prototypes focused on intuitive, engaging interfaces and collaborated with development teams on implementation.
- Worked with clients to translate requirements into interface solutions and supported backend integration for functional web applications.

Web Designer

Okezone.com

Jan 2010 - Aug 2012 | Jakarta, Indonesia

- Designed and developed website interfaces and supporting features based on product and business requirements.
- Contributed to ongoing improvements of Okezone.com web infrastructure, usability, and visual presentation.

Web Developer

Reselindo

Dec 2009 - Feb 2010 | Yogyakarta, Indonesia

- Supported web design, frontend development, and backend implementation for client-facing web projects.

SELECTED STRENGTHS

Cross-functional leadership | Data-driven decision making | Publishing and media technology | Remote collaboration | Product thinking | Technical problem solving | SEO-driven growth | AI workflow design