

# Viki Suhendro

AI Search / GEO Operator · Senior SEO · 10 Years SEA Tech

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**15K to 22M.** 1,500x organic growth at Shopee Indonesia in 2 years, outperforming Tokopedia. More recently: a GEO pilot from **zero to ~80% citation** inside AI answers across 150+ tracked prompts per article.

## { SUMMARY }

I run AI search as a managed acquisition channel: getting brands cited and recommended inside ChatGPT, Perplexity, Google AI Overviews, Claude, and Gemini, with citation share measured per engine in BigQuery. Underneath it, ten years of SEO across SEA tech - from Shopee Indonesia's 1,500x scale-up to three zero-to-scale B2B SaaS launches. And I work end to end: CS degree, hands-on HTML/CSS/JS and JSON-LD, plus the AI systems and reporting infrastructure that run the work - built, shipped, and adopted by teams.

## { EXPERIENCE }

### SEO Manager and AI Systems Lead

May 2023 – now

Kaliber Performance Marketing · Singapore (remote from Jakarta) · SG, ID, IN

- **Every client account exceeded organic KPI** across the multi-market portfolio.
- Run the **AI search visibility programme** across Google AI Overviews, ChatGPT, Perplexity, Claude, and Gemini - citation share tracked per engine, reported in SQL through BigQuery alongside Search Console and GA4.
- Built an **AI marketing operating system end to end** (50+ agent skills, loop agents, cron jobs, schedulers), adopted across delivery pods; typical workflow time cut **60 to 70 percent**.
- Multi-LLM orchestration in production: Claude, ChatGPT, Gemini, Perplexity, Peec AI, Ahrefs MCP.
- Multi-market technical SEO across Webflow, WordPress, Shopify, and custom React/Next.js builds; direct client ownership and executive-level counsel.

### ID SEO Manager

Oct 2020 – Jun 2022

Lamudi.co.id · PropTech marketplace · Jakarta

- Coordinated **5 local and 20 overseas teams** across Lamudi's global property network.
- Multi-brand SEO across Lamudi Indonesia, sister sites, and client portfolios; negotiated SEO and website budgets with regional and local stakeholders.
- Conversion-focused SEO aligning organic strategy with on-site CRO and lead quality.

### SEO Team Lead

Aug 2019 – Oct 2020

Mekari · B2B SaaS portfolio · Jakarta

- **Three zero-to-scale launches:** Talenta (HR-tech) 0 to 800K, Klikpajak (tax-tech) 0 to 1M in peak tax season, Jurnal (accounting) 500K to 2M monthly organic.
- Promoted from Senior SEO to Team Lead **within 5 months**.
- Cross-product organic strategy, development partnership, ZOHO CRM lead-quality feedback loops.

### Senior SEO and Analytics

Aug 2017 – Aug 2019

Shopee Indonesia · Jakarta

- **15,000 to 22 million monthly organic in 2 years**, outperforming Tokopedia in Ahrefs historical benchmarks.
- Technical SEO across the full marketplace architecture - category, sub-category, long-tail SKU - plus ASO for Play Store visibility.
- Seller education programme: traveled across Indonesia teaching sellers to write listings that ranked.
- PR-driven link building at 100 percent brand relevance with development, editorial, and product teams.

Senior Digital Marketing

Oct 2015 – Aug 2017

PointStar Pte Ltd · Singapore

- Full-stack digital for a B2B technology partner: paid and organic search, budget reconciliation, A/B testing, ROI optimisation.
- Partnered with development teams on SEO-aware code, site architecture, and internal linking.

SEO Mentor (concurrent)

Feb 2018 – Oct 2020

Purwadhika Startup School · Jakarta

- 2 years 9 months mentoring SEO fundamentals through analytics at Indonesia's leading startup tech school.

{ SKILLS }

|                 |                                  |                        |                              |                               |                    |
|-----------------|----------------------------------|------------------------|------------------------------|-------------------------------|--------------------|
| AI SEARCH + GEO | Generative Engine Optimisation   | AI Search Visibility   | AI-citation tracking         | Google AI Overviews           | ChatGPT            |
|                 | Perplexity                       | Claude                 | Gemini                       |                               |                    |
| SEO             | Technical SEO                    | Programmatic SEO       | International / Multi-market | Internal Linking Architecture | Schema Markup      |
|                 | JavaScript SEO                   | ASO                    | Content Strategy             | Link Building                 |                    |
| WEB, END TO END | HTML / CSS / JS                  | JSON-LD                | React / Next.js              | Webflow                       | WordPress          |
|                 |                                  |                        |                              | Shopify                       |                    |
|                 | Performance + Crawl Optimisation | API Integration        | Python (working)             |                               |                    |
| DATA            | BigQuery / SQL                   | GA4                    | Search Console               | Looker Studio                 | Ahrefs             |
|                 |                                  |                        |                              | Semrush                       | Screaming Frog     |
|                 |                                  |                        |                              | KPI Architecture              |                    |
| AI SYSTEMS      | LLM Orchestration                | AI Agents              | Agent Skills                 | Workflow Automation           | Prompt Engineering |
|                 |                                  |                        |                              | Peec AI                       |                    |
| STRATEGY        | Multi-market Strategy            | Stakeholder Management | Team Leadership              | CRO                           | A/B Testing        |
|                 |                                  |                        |                              | Performance Marketing         |                    |

{ EDUCATION }

B.Tech, Information Technology

Universitas Persada Indonesia 'YAI' · 2007 - 2014

CGPA 3.34 / 4.00

{ LANGUAGES + PERSONAL }

English (native) · Bahasa Indonesia (native)

Home barista - the kind who weighs the water.