

M. IQBAL NOVERIANSYAH

Technical SEO & AI Automation Specialist | AI-Native Product Builder

Bandung, Indonesia | Open to remote opportunities | labsiqbal@gmail.com | +62 851-1133-3194 | minarflow.com | github.com/labsiqbal

PROFESSIONAL SUMMARY

SEO and AI automation professional with 8+ years of experience across organic growth, content systems, and web delivery. Translates business and growth problems into detailed PRDs, execution plans, and acceptance criteria, then directs coding agents through tested delivery. Owns product definition, agentic workflow design, behavioral validation, quality gates, deployment requirements, and iteration.

CORE SKILLS

SEO & Organic Growth: Technical SEO, on-page SEO, keyword research, content strategy, SEO migration recovery, redirect architecture, information architecture, internal linking, structured data, image SEO, Google Search Console, GA4, Ahrefs, Semrush, DataForSEO, AI Search / GEO

AI & Automation: Agentic workflows, coding-agent orchestration, prompt and context engineering, workflow design, n8n, Make, Zapier, Claude Code, OpenAI Codex, Hermes, Pi, content automation, research automation, reporting workflows

AI-Native Product Delivery: PRD development, requirements engineering, acceptance criteria, architecture decisions, automated review, lint and test gates, E2E validation, deployment, and iteration across Python/FastAPI, React/TypeScript, Astro, Next.js, WordPress, SQL databases, Vercel, and Cloudflare

PROFESSIONAL EXPERIENCE

Independent | Technical SEO, AI Automation & AI-Native Product Consultant

2023 - Present | Remote

- Delivered independent engagements for LINC, Wingoh, InsideVVIP, and BikinOnline, owning discovery, PRDs, acceptance criteria, coding-agent orchestration, behavioral validation, and iteration.
- Wingoh.com: Grew organic visibility from approximately 10K to 100K+ monthly impressions; the latest 92-day GSC export recorded 464,673 impressions and 2,325 clicks, with high-intent product terms reaching Google's top three.
- InsideVVIP.com: Recovered from an 83% migration-related traffic decline by mapping 2,113 legacy URLs covering 62,445 historical clicks and directing a 178-page Astro rebuild; daily clicks improved 45% and impressions 64% from March to June 2026.
- LINC.id: Directed an AI-assisted trilingual Astro rebuild with typed localized content, hreflang, JSON-LD, legacy redirects, and low-JavaScript delivery.
- BikinOnline.com: Defined the PRD and directed coding agents to deliver a multi-tenant commerce SaaS with 10 storefront templates, a green 14-suite E2E regression run, 14 tenant-isolation checks, and 90+ mobile Lighthouse scores behind a pre-launch gate.

UniPin | Senior SEO Specialist

2019 - 2023 | Indonesia

- Built and managed blog.unipin.com's SEO content program from 2019 to 2023. An archived Google Search Console export dated October 2024 later showed 917 of 1,000 exported queries averaging first-page positions, including 335 in the top three.
- Partnered with content, product, and engineering teams to identify and resolve crawlability, indexation, site structure, and page-performance issues.
- Turned search data and competitor insights into prioritized content and technical recommendations.

- Performed keyword research, website audits, on-page optimization, competitor analysis, and SEO reporting.
- Supported content briefs and off-page campaigns while monitoring rankings and organic search performance.
- Built a strong foundation in search intent, technical diagnostics, and data-informed optimization.

SELECTED PROJECTS

Proxima | Product Creator & AI-Native Development Lead

github.com/labsiqbal/proxima

- Defined the product vision, workflows, architecture requirements, review boundaries, and acceptance criteria for an open-source, self-hosted AI work orchestrator.
- Directed coding agents to deliver a Python/FastAPI and SQLite backend plus a React/TypeScript PWA with chat, task plans, isolated Git worktrees, diff review, recipes, schedules, and multi-agent collaboration.
- Owned behavioral validation, quality gates, deployment requirements, and iteration around local-first operation, recoverability, and user-controlled credentials.

Public Agent Skills | Creator

Masterplan | Overseer | Lakon

- Created three public Agent Skills for execution-ready product planning, safe project-context and file-hygiene management, and owner-calibrated AI persona design.
- Designed Masterplan as a six-phase workflow with three review gates; directed Overseer's Python delivery and verified 25 passing tests; packaged Lakon with reusable persona playbooks and templates.

ADDITIONAL INFORMATION

Languages: Indonesian (Native), English (Professional working proficiency)

Work Style: Remote collaboration, cross-functional problem solving, documentation-first systems, independent product ownership