

# KATHARINA ARYANI

WEBSITE DEVELOPER · MARKETING STRATEGIST · UGC CREATOR

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## PROFILE

Bali-based website developer, marketing strategist and UGC creator with a background in technology leadership, software development and digital operations. I combine technical problem-solving with clear content and thoughtful visual direction to help brands build a stronger online presence.

## EXPERIENCE

### Chief Operating Officer

Connecting the brand's operational, commercial and digital priorities.

L'Âme de Bali · Current

### Project Manager

Managing cross-functional brand, website, content and operational projects.

Taru Bali Nature Secrets · Current

### Head of Information Technology

Led information-technology work for the professional football organization.

PT PERSIS Solo Saestu · Mar 2021 - Jan 2022

### Earlier technology experience

Business intelligence, Android development and web development experience across international teams.

Curaçao · Aruba · Netherlands

## TOOLKIT

### WEB & SEO

Astro.js · HTML · CSS · JavaScript  
Responsive development · Website optimization  
On-page SEO · SERP research · Google Analytics

### CONTENT & OPERATIONS

Marketing strategy · Website content · Instagram content  
UGC: beauty, home & healthy lifestyle  
Canva · CapCut · VN · Meta · Trello · Notion

## SELECTED WEBSITE WORK

**Taru Bali Nature Secrets** - Custom Shopify · shop.tarubali.com

**L'Âme de Bali** - Brand landing page · lamedebali.com

**Prestige Investment Global Group** - Property and investment · prestigeinvestmentglobalgroup.com

**House of Hendrik** - Beauty and education · houseofhendrik.com

**Sahara Gems** - Specialist e-commerce · saharagems.com

Available for website, SEO, content and UGC collaborations. Email kacaugc@gmail.com or WhatsApp +62 811 2742 061.