

Objective

Results-driven SEO and digital marketing expert with extensive experience in implementing effective strategies for SEO, Google Ads, Facebook Ads, and content marketing. Skilled in leveraging advanced analytics tools to drive meaningful traffic, enhance audience engagement, and achieve high conversion rates. Proficient in developing and executing comprehensive marketing plans across various platforms, fostering brand growth, and delivering measurable results. Committed to continuous improvement and delivering value through innovative digital marketing techniques.

Experience

- **Study Point consultancy** 2024 September -
IELTS Instructor and Counselor
 - Help students with their IELTS test.
 - Contributed students in getting a better understanding on the English language
 - Assist them in any way required
- **Markline Consultancy** 2024 September -
IELTS and SAT Instructor
 - Help students with their IELTS and SAT test.
 - Contributed students in getting a better understanding on the English language
- **Suga Tech** 2024 September -
Digital Marketing Consultant
 - Provided digital marketing consultancy services, including campaign planning and execution.
 - Conducted comprehensive digital marketing courses, covering SEO, Google Ads, Facebook Ads, and content marketing strategies.
 - Assisted businesses in building brand identities and optimizing online presence through targeted digital marketing campaigns.
- **Callilio (Virtual Number Provider)** January 2023 - April 2024
Digital Marketing Manager
 - Developed and implemented comprehensive digital marketing strategies to increase brand visibility and customer acquisition.
 - Managed PPC campaigns on platforms like Google Ads and Facebook Ads to drive targeted traffic.
 - Enhanced user engagement through social media strategies and email marketing campaigns.
 - Conducted competitor analysis and market research to refine marketing tactics.
 - Collaborated with cross-functional teams to align marketing strategies with business objectives.
- **Orka Socials Sheridan Country, USA** November 2022 - December 2023
SEO Specialist
 - Build overall client SEO strategies, monthly plans.
 - Provide technical support for end-users and escalated support.
 - Developed in-depth strategies for SEO and content promotion with a focus on optimization for search engines.
 - Successfully implemented an SEO strategy which led to a 50% increase in organic search engine ranking and audience conversion.
 - Leading and handling projects of different countries of different fields

keywords.

- **Onebynone Tech Solutions Pvt. Ltd** May 2017 - November 2019
Digital Marketing Executive
 - Responsible for dealing with client and handling their social media.
 - Constructing analytical report for their websites and sending them on weekly, or monthly basis.
 - Assist in conducting seminars and educational workshop.
- **Golden Garden Academy** April 2016 - April 2016
Science and Computer Teacher
 - Teaching Computer and Science.
 - Conducting workshops of ms.office for teachers.
 - Organizing inter School drawing and chess competitions.
- **Nepalogix.com** April 2011 - July 2011
Content Writer
 - Creating around 500 MCQ per day.

Education

- **Madan Bhandari Memorial College (TU)** 2015-2019
Bachelor in Computer Science And Information Technology
67.2%(3 GPA)
- **Reliance International Academy** 2012-2013
+2 Science Stream
66.10%
- **Reliance International Academy** 2011
(Government of Nepal) School Leaving Certificates
79%

Skills

- Strategic thinking/planning
- Google Analytical
- Google search console
- Html/CSS
- Shopify SEO
- Wordpress
- Content Strategy
- Project Lead & Management
- SEO Optimization & Strategy
- IELTS
- Facebook Ads and Google Ads

Tools

- SEMRUSH
- Ahref
- Screaming Frog
- Localo SEO
- Google keyword planner

Certificate

- Advanced Google Analytics
- Google Analytics Individual Qualification
- Google Ads- Measurement Certificate