

## Professional Summary

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Innovative and results-driven digital marketer with over 5 years of experience in AI-powered marketing, SEO, SEM, and social media strategy. Passionate about using data, automation, and AI tools to create marketing campaigns that drive engagement, optimize conversion rates, and enhance brand visibility. Skilled at analyzing consumer behavior and leveraging digital trends to design targeted campaigns that maximize ROI.

## Core Competencies

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- **Digital Marketing:** SEO, Social Media Marketing (SMM), SEM, PPC, A/B Testing, Google Tag Manager, Performance Marketing, Meta Ads, Content Marketing
- **AI & Data-Driven Marketing:** Rank Math AI, Jasper AI, Copy.ai, Salesforce AI, Marketing Automation
- **Analytical Skills:** Google Analytics (GA 4), Tableau, Microsoft Power BI
- **Web Programming:** HTML5, CSS3, Python, SQL, WordPress development, UX/UI Optimization

## Work Experience

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### **Marketing Intern**, Mammo Group, London (May 2024 – December 2024)

- Developed AI-driven lead generation campaigns, improving conversion rates by 35% through precise audience segmentation and predictive analytics.
- Managed Google and Meta ad campaigns, increasing engagement by 50% through data-backed adjustments in targeting and budget allocation.

### **Student Ambassador**, University of Roehampton, London (November 2023 – February 2024)

- Conducted website traffic analysis to refine student recruitment strategies, increasing engagement from prospective students by 15%.
- Led campus tours and Q&A sessions, improving prospective students' understanding of university life and positively impacting enrollment decisions.

### **Digital Marketing Executive**, Guardians Corporate, London (May 2023 – July 2023)

- Executed SEO and paid advertising strategies, leading to a 40% increase in brand awareness across social platforms.
- Optimized website SEO using WordPress and Rank Math, boosting organic traffic and improving search engine rankings.

### **Digital Marketing Executive**, Techtronix Nepal Pvt. Ltd. (February 2021 – July 2022)

- Developed and managed multi-channel digital campaigns, achieving a 20% growth in customer acquisition while reducing cost-per-conversion.
- Led content strategy and UX improvements, which resulted in a significant increase in organic website traffic.

### **SEO & SEM Executive**, Digital Gurkha (March 2019 – December 2020)

- Built and executed SEO strategies that ranked 90% of target keywords on Google's first page, increasing organic traffic.
- Managed SEM campaigns with data-driven bidding strategies, increasing CTR by 35% and reducing CPC by 25%.

## Teaching Experience

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### **Digital Marketing Educator**, Deerwalk Compware (March 2022 – March 2023)

- Designed and delivered customized digital marketing courses, teaching SEO, SEM, and social media marketing to students of varying experience levels.
- Encouraged hands-on learning by assigning real-world projects that helped students apply marketing concepts practically.

## Education

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- **Master of Business Administration (MBA) - 2023 – 2024**  
*University of Roehampton, London, UK*
- **Bachelor in Computer Science and Information Technology - 2017 – 2021**  
*Deerwalk Institute of Technology (Tribhuvan University, Nepal)*

## Certification & Training

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- Google Analytics (GA4) Certification (2024)
- Python for Data Science (2024)
- AI for Marketing (2025)