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SIBA

Siba.361732@2freemail.com

PROFILE SUMMARY

* Solutions focused, meticulous and result oriented professional with 4 years of successful career in digital marketing with diverse roles, commended performance with proven results
* Excellent interpersonal, communication and organization skills with proven abilities in team management and planning

PERSONAL INFORMATION

Date of Birth : February 11, 1992

Nationality : Nepalese

Language Known : English, Hindi, Nepali, Bengali, Urdu

ACADEMIC DETAILS

* Bachelor in Science & Technology - 2015, Nepal

SKILLS

* Inbound Marketing
* Search Engine Optimization (SEO)
* Social Media Optimization (SMO)
* Search Engine Marketing (SME)
* Campaign Management
* Brand Management
* Content Marketing
* Microsoft Office
* Light knowledge on HTML, CSS3 and PS6
* Blogging
* Business Development

WORK EXPERIENCE

Makati City, Philippines

April 2, 2012-May 12, 2013

**Tele-call & Costumer Care Kathmandu**

G5 Solution Sep, 2011-Jan, 2012

**Responsibilities:**

* BPO
* Tele-calling present costumer
* Support costumer care service
* Represent company products through telephoning

**Marketing and Sales Executive Nayabazar, Ktm**

Nepal Scientific Link Pvt. Ltd Jan, 2012 – March, 2013

**Responsibilities:**

* Represented the company and its products to a various institution
* Meet the client demands and deliver it on time
* Performed Store in-charge

**SEO Executive (SMO, SEM, PPC) Kupondole, Ktm**

Crossover Nepal Pvt. Ltd May, 2013 – October, 2014

**Responsibilities:**

* Developed an initial introduction package for new customers that explained the benefits of good SEO
* Perform keyword analysis, competitor research and deep site audit
* Work on On-Page and Off-Page strategy
* Handing clients on regular basis on how to properly update and utilize their websites.
* Worked with IT group to monitor web services and make them more efficient

**SEO Analyst and Specialist Tinkune, Ktm**

**(Social Media Management, PPC, Online Marketing)**

Blue Muffin Studio April, 2015 – March, 2016

**Responsibilities:**

* Perform competitor SEO research
* Perform site analysis, Keyword research and mapping and assess link building opportunity
* Creating comprehensive presentation and reports for client benefits
* Responsible for evaluating client websites and developing a marketing strategy
* Responsible for maintaining SEO guidelines and integrity on each customer website
* Helped define best practice SEO and SEM procedures
* Monitored scheduled and unscheduled algorithm changes to the major search engines
* Assisted in providing analytics and performance reporting to management

**Digital & Inbound Marketing Specialist Jadibuti, ktm**

**(SEO Specialist, Social Media Manager, SEM, Content Marketing)**

Dove Creation March, 2016 continue

**Responsibilities:**

* Performed competitor research
* Develop SEO Strategy and implement and monitor campaigns
* Assisted in the development of short-and long-term marketing and SEM strategies and managed their execution
* Assisted in the development of social media strategies and optimisation campaigns
* Based on analysis, result and client feedback, continually improve and modify strategies to optimise effectiveness
* Keep up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors
* Nurture client relationships and develop relationships with new clients
* Managed relationships and projects for a number of key clients
* Prepare analytics and ranking reports and present to clients and management

Achievements & Certificate

* Completed 108 hours of web designing course from Broadway Infosys, Nepal

Portfolio

 I had worked on numerous sites and gave a satisfactory result towards my client and working for UAE client as a freelance.

For more