

# DINESH NIURE

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## DIGITAL MARKETER

Strong knowledge in Digital Marketing with hands-on experience in Web Development, SEO, Google Ads, and Meta Ads. I help businesses grow their online presence, drive targeted traffic, and increase conversions. Well-versed in digital strategy, user behavior, and using the right tools to achieve measurable results.

## WORK EXPERIENCE

### Cafe Nepali Accent | Tripurshwor, Kathmandu

*Digital Marketing & Content Manager*

Oct 2024 - present

- Created social media content (reels, videos, posts)
- Ran Meta Ads campaigns to boost reach and footfall
- Managed website design and updates (Next.js)
- Handled daily content planning and performance tracking

### GP Real Estate | Imadole, Lalitpur

*Meta Ads & Campaign Specialist*

Feb 2024 - Jan 2025

- Planned and ran Meta Ads for property promotions
- Designed ad creatives and lead forms
- Optimized campaigns for better reach and conversions
- Coordinated with sales team for lead follow-ups

## SKILLS

### Web Development

- HTML, CSS, JavaScript, React, Next.js
- Responsive Design & UI/UX Optimization
- Website Speed Optimization & Maintenance

### Paid Advertising

- Google Ads (Search, Display, Video)
- Meta Ads (Facebook & Instagram)
- A/B Testing & Conversion Optimization
- Audience Targeting & Retargeting Strategies

### Social Media Marketing

- Content Planning & Scheduling
- Community Engagement
- Hashtag Research & Post Boosting

### Email Marketing

- Email Campaign Setup (Mailchimp, ConvertKit)
- Lead Generation & List Segmentation
- Automation & A/B Testing

### Search Engine Optimization (SEO)

- On-Page & Off-Page SEO
- Keyword Research & Competitor Analysis
- Technical SEO (Sitemap, Robots.txt, Core Web Vitals)
- Google Search Console & Ahrefs/SEMRush

### Analytics & Reporting

- Google Analytics & GA4
- UTM Tracking & Data Studio Reporting
- Funnel Analysis & Performance Insights

### Other Tools & Platforms

- Canva, Figma, ChatGPT
- Trello, Notion (Team Collaboration)
- Basic Video Editing (CapCut, Davinci Resolve)

## EDUCATION

### Bachelor of Science in Computer Science and Information Technology (BSc. CSIT)

*Patan Multiple Campus, Lalitpur*

2022 – Ongoing (Expected Graduation: 2025)

## LANGUAGES

- Nepali (Native)
- English (Fluent)
- Hindi (Conversational)

## AWARDS

### **Dedicated Employee Award – Cafe Nepali Accent (2025)**

- Recognized for consistent performance, creativity, and commitment to brand growth.

### **Top Campaign Performance – GP Real Estate (2024)**

- Honored for running high-converting Meta Ad campaigns generating quality real estate leads.