

# Rohan Khatiwada

[khatiwadarohan2@gmail.com](mailto:khatiwadarohan2@gmail.com) • (981) 50-38876 • [LinkedIn](#)

## EDUCATION

---

**Herald College Kathmandu | Naxal, Kathmandu (Second Class First Division) (2:1)**

**Jun 2024**

**B.S. in Computer Science and Technology**

**Relevant Courses: Big Data, Object Oriented Programming, Artificial Intelligence and Machine Learning**

**Devi Secondary School | Birtamod, Jhapa (2.75 CGPA)**

**2020**

**+2 Computer Science**

**Relevant Courses: Physics, Chemistry, Maths, Computer Science, English**

**Shree Naya Namuna MA. VI (3.35 GPA)**

**2018**

**SEE (Secondary Education Examination)**

## TECHNICAL SKILLS

---

**Designing Tools: Canva, Adobe Photoshop, Adobe Illustrator**

**Programming Language: Java, Python, C+, MERN (Framework), SQL**

**Operating Systems: Windows 7/8/10, Linux**

## PROJECTS

---

**Job Portal | Final Year Project**

**May 2024**

- Developed a full-stack job search and recruitment platform using the MERN stack
- Implemented features such as job listings, user authentication, resume uploads, and application tracking
- Designed responsive UI with React
- Built secure RESTful APIs with Express and Node, and stored data in MongoDB

**Distance Measuring System | Embedded System**

**Oct 2022**

- Created a Distance Measuring System using C++.
- Used different Embedded System hardware such as Arduino UNO, Distance Sensor, and LED Display to display the distance of an object.
- Unique Distance Measuring System to measure the distance of an object using ultrasonic Sensor.

## PROFESSIONAL EXPERIENCE

---

**Digital Marketing Analyst |Far Beyond Education| Putalisadak, Kathmandu**

**April 2025 – Present**

- Managed and optimized Google Ads and Meta Ads campaigns to increase leads and reach
- Monitored campaign data using Google Analytics and Meta Ads Manager
- Prepared weekly reports on ad performance and website traffic
- Supported SEO and keyword research to improve visibility

- Managed and optimized Google Ads and Meta Ads campaigns to improve reach, leads, and conversions
- Monitored campaign performance using Google Analytics and Meta Ads Manager, and made data-based improvements
- Created weekly reports to track ad performance, website traffic, and user engagement
- Analyzed customer behavior and sales data from Daraz to understand buying trends and improve product listings
- Supported SEO and keyword research to improve website visibility and organic traffic
- Worked with the design team to test and improve ad creatives and landing pages

## LEADERSHIP EXPERIENCE

---

**Project Manager | Bakery Management System | Collaborative Development****Oct 2022 – Feb 2023**

- Managed the " Bakery Management System " project, utilizing Java Swing and JavaScript for development, following Agile methodology, and completed the project in two sprints
- Maintained comprehensive project documentation, including weekly records, log sheets, Gantt charts, work distribution, and artifacts
- Oversaw team collaboration and task allocation, ensuring effective work distribution and timely project completion

## LICENSES AND CERTIFICATIONS

---

**Search Engine Optimization | Squarespace****Feb 2025**

- Understand key SEO strategies, including on-page, off-page, and technical SEO
- Learn keyword research, link-building, and content optimization techniques
- Gain hands-on experience with SEO tools like Google Analytics, Search Console, and Ahrefs
- Conduct website audits and improve site structure for better rankings
- Track SEO performance and generate data-driven insights
- Optimize websites for mobile-first indexing and enhanced user experience

**Introduction to Java and Object-Oriented Programming | Coursera****Mar 2023**

- Work with data types, loops, arrays, and control structures in Java
- Gain hands-on experience in writing and debugging Java code
- Learn how to create and manage Java projects using IDEs like Eclipse or IntelliJ

**Digital Marketing | Broadway Infosys****Nov 2021**

- Learn the fundamentals of digital marketing, including SEO, SEM, and social media marketing
- Understand content marketing, email marketing, and paid advertising strategies
- Gain hands-on experience with tools like Google Ads, Meta Ads, and Google Analytics
- Learn how to analyze campaign performance and optimize for better results
- Develop skills in audience targeting, conversion optimization, and brand building

## **REFERENCES**

### **Herald College Kathmandu**

Sauharda Thapa | [sauharda.thapa@heraldcollege.edu.np](mailto:sauharda.thapa@heraldcollege.edu.np)

### **Far Beyond Education**

Amosh Khanal | [amosh@farbeyondeducation.co.uk](mailto:amosh@farbeyondeducation.co.uk)

### **A.Two Enterprises PVT. LTD.**

Ananta Agrawal | +977 9801874010

### **Broadway Infosys**

Verification Link [Here](#)