

Rohan Khatiwada

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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

Digital Performance Analyst | A.Two Enterprises PVT. LTD.| Chakupat, Lalitpur **January 2025 – April 2025**

- 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

Far Beyond Education

Amosh Khanal | amosh@farbeyondeducation.co.uk

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Broadway Infosys

Verification Link [Here](#)