

Saurav Bista

Content Writer and SEO Expert

Kusunti, Lalitpur • +977 9863482909 • sauravbista10@gmail.com

in @ <https://www.linkedin.com/in/saurav-bista-80ab70229/>

I am a skilled content writer with over three years of experience in crafting SEO-optimized content for websites, blogs, and social media platforms. My expertise lies in developing engaging, well-researched content that resonates with diverse audiences and drives significant engagement. I combine creativity with introspection to create content that informs, inspires, and forms genuine connections with readers. Seeking opportunities to leverage my writing skills to produce impactful content that fosters business growth, strengthens brand loyalty, and enhances audience engagement.

EXPERIENCE

SEO Consultant

Thamel, Kathmandu

Happyland Treks

Mar, 2021 - Jan, 2022

- Developed 25+ SEO-optimized content pieces for trekking destination pages
- Implemented SEO strategies that boosted website traffic by 45%.
- Explored and expanded SEO skills while crafting engaging content

Content Writer

Thamel, Kathmandu

Nepal Lion Treks

Jul, 2022 - Dec, 2022

- Improved website engagement metrics by 60% through strategic content redesign
- Led a website content redesign, rewriting 50+ pages to improve clarity and engagement.
- Managed a 4-month project that enhanced my time management skills and enabled me to meet deadlines efficiently.

Content Writer

Kathmandu

Web Creation Nepal

May, 2023 - Feb, 2024

- Collaborated with 12+ businesses to refine digital content approaches
- Refined my ability to adapt writing approach for various client needs
- Produced 100+ content pieces across 7 industry sectors.

Content Writer

Naxal

Mountain Buddha Group

Aug, 2023 - Dec, 2023

- Crafted 30+ blog posts and tour descriptions with an 85% reader engagement rate
- Collaborated with international tour guides, actively listening to itineraries to design customized trips.
- Developed skills in creating emotionally resonant travel narratives
- Understood the importance of authenticity in travel writing

Product Content Writer

USA

Serenity Tibet

Mar, 2024 - Apr, 2024

- Explored international content writing standards
- Learned to craft precise and engaging product descriptions
- Developed 20+ product descriptions with a 45% conversion rate improvement

SEO & Technical Writer

Lalitpur

StableCluster

Jul, 2024 - Present

Utilizing technical writing skills gained through coursework while developing teamwork and management abilities in a collaborative environment.

EDUCATION

Bachelors in Computer Science and Information Technology

Kathmandu

St. Xavier's College

May, 2021 - Present

Relevant Coursework:

- Technical Writing (3 credit hours): Developing skills in creating clear, concise, and user-friendly documentation.
- Knowledge Management (3 credit hours): Gaining expertise in organizing, sharing, and managing knowledge within organizations, focusing on collaboration and efficiency.

PROJECTS

Website Content Creation

Delivered SEO-optimized content for leading Nepalese companies, driving increased traffic and engagement.

Impact of Climate Change - Nepal Hiking Team

Whole Website Content Creation

Handled all of the website content for Nepal Lion Treks, including blog posts and trip descriptions, focusing on travel and trekking topics.

NepalLionTreks Website

Serentiy Tibet

Crafted detailed product descriptions for Serenity Tibet, specializing in Singing Bowls and other spiritual products.

Singing Bowls - Serenity Tibet

Report Generation with Matplotlib

Developed a data analysis project in Python using Pandas and Matplotlib to visualize programming language trends.

Report Generation Project

The Awakening – A Personal Exploration of Mindfulness and Thought Control

Wrote a reflective blog post on mindfulness, neuroplasticity, and the power of thoughts, sharing insights from personal experience and spiritual teachings.

The Awakening - Medium

TRAINING/CERTIFICATIONS

SEO Principles Certificate

2023

Semrush

SEO and Digital Marketing Course

2021

Web Creation Nepal

The SEO and Digital Marketing Course by Web Creation Nepal gave me a deeper understanding of the Google ranking system, on-page SEO, off-page SEO, keyword research, and SEO-optimized content.

SKILLS

Collaboration & Communication, Research Skills, Team management, creative writing, Time management, Keyword Research

LANGUAGE

English, Hindi, Nepali