



# PRABIN NEUPANE

**Address:** Chandragiri-06, Kathmandu  
**Phone:** +977-9849688899  
**Email:** mr.binpra@gmail.com

## SUMMARY

Professional with passion for Digital Marketing with a strong foundation in SEO, content creation, social media strategy, and data-driven campaign optimization. Skilled in using tools like Google Analytics, Meta Ads Manager, and email marketing platforms to drive brand awareness, lead generation, and ROI. Known for creativity, adaptability, and a passion for leveraging digital trends to deliver measurable business growth.

## WORK EXPERIENCE

### Search Engine Optimization Specialist

**Jasper IT Pvt.Ltd, Nepal**

**Aug 2025 – Present**

- Conduct keyword research and strategy to enhance organic visibility.
- Optimize website content, metadata, headings, and internal links.
- Lead technical SEO initiatives for speed, responsiveness, and crawlability.
- Collaborate on producing SEO-friendly content and off-page strategies for domain authority.
- Perform SEO audits and competitor analysis.
- Manage analytics and reporting using Google Analytics, Search Console, SEMrush.
- Lead local SEO efforts and Google Business Profiles integration.

### Growth Hacking & Online Campaigns Intern

**Excelerate – Remote**

**August 2025 – September 2025**

- Conducted detailed research on growth hacking techniques, analyzing successful case studies to draw key insights.
- Designed and optimized online marketing funnels, focusing on improving user acquisition, retention, and overall growth.
- Led the planning and execution of A/B tests to assess the effectiveness of marketing campaigns, fine-tuning strategies for better results.
- Analyzed data from analytics tools to track campaign performance and recommend actionable improvements.
- Created viral loops, referral programs, and shareable content to enhance organic growth.

### Business Consulting Intern | Data Analyst Intern

**Excelerate, Remote**

**Feb 2025 – Mar 2025**

- Conducted platform analysis and competitive research to improve user experience.
- Suggested business improvements, integrations, and feasibility enhancements.
- Delivered actionable data insights, trend analyses, and dashboards.
- Preprocessed raw data for accuracy and supported strategic recommendations.

### Business Development Officer

**YETICHEM DISTRIBUTORS PVT. LTD., Nepal**

**Jan 2022 – Dec 2023**

- Promoted Novartis products in Ophthalmology, Oncology, and Organ Transplant sectors.
- Built relationships with healthcare professionals.
- Led business development strategies.

## EDUCATION

**Feb 2025- Current**

### Masters of Business Studies (Running)

Shanker Dev Campus (Tribhuwan University)

- Major in Marketing