

# Rahita Shakya

## Digital Marketing Trainee

Bholdhoka, Lalitpur • 9869375415 • rahitashakya2060@gmail.com

 @ <https://github.com/rahita-shakya>  @ <https://medium.com/@rahitashakya2060>

I am a Bachelor's running student in BCA, passionate about digital marketing. I aim to apply SEO, social media, and content creation skills while gaining practical experience in a professional environment.

## EXPERIENCE

### Digital Marketing Trainee

Kathmandu

*Mindrizer Technology*

Aug, 2024 - Oct, 2024

Completed a comprehensive Digital Marketing training at Mindrizer Technology, where I learned essential skills like Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Writing, and Email Marketing.

### Social Media Manager

Lalitpur

*H.R Ladies Collection House*

Nov, 2024 - Present

Managed the Facebook page of HR Ladies Collection House, where I was responsible for creating and posting content, responding to customer inquiries, promoting products, and running occasional promotional campaigns.

### Content Manager

Online (Facebook)

*Mindful Quotes*

Sep, 2024 - Jan, 2025

As part of a group, created and managed a motivational quotes page on Facebook called Mindful Quotes. Responsibilities included researching and curating motivational content, designing visually appealing posts, writing captions, maintaining posting consistency, and analyzing page performance using Facebook insights.

### President

Lalitpur

*Whizzy Davians*

May, 2023 - Present

Lead and manage the student organization, organizing events and workshops, coordinating with faculty and external partners, and fostering a collaborative environment to promote student engagement and growth.

## EDUCATION

### SEE (NEB)

Lalitpur

*Omega Secondary School*

May, 2008 - Jun, 2020

### +2 (Science)

Lalitpur

*Omega Secondary School*

Aug, 2020 - Jan, 2022

### Bachelors in Computer Application

Lalitpur

*D.A.V. College*

Mar, 2022 - Present

## PROJECTS

### Web-Based Hotel Room Booking System

Technology: HTML, CSS, JavaScript, PHP, MySQL

Developed a web-based hotel room booking system as part of the 4th-semester project in BCA. The system allows users to view room availability, make bookings, and receive confirmations. It included an admin panel for managing bookings and room details, providing a user-friendly experience.

### Digital Marketer Portfolio

Technology: Wordpress

Created a personal digital marketer portfolio using WordPress to showcase digital marketing skills, including SEO, social media

management, and campaign creation. This project allowed me to integrate various plugins, themes, and customizations to build a professional online presence.

TRAINING/CERTIFICATIONS

Digital Marketing Training 2024

Mindrisers Institute of Technology

Gained hands-on experience in SEO, SMM, content writing, email marketing, and digital campaign strategies.

Digital Marketing Training 2023

Ward no. 16

Completed a one-week introductory course covering the fundamentals of digital marketing, including SEO basics, social media strategies, and content creation.

AWARDS

Best presenter Award Lalitpur

D.A.V. College 2022

Awarded the Best Presenter title in college, showcasing strong communication and presentation skills.

Academic Excellence Award Lalitpur

D.A.V. College 2022

Awarded for outstanding academic performance, securing 2nd place in the 1st semester and 1st place in the 3rd semester and 3rd place in the 4th semester.

SKILLS

Communication, Computer, Teamwork and Leadership, Problem solving, Graphic Design (Canva), Website Management (WordPress), Social Media Marketing(SMM)

LANGUAGE

Nepali, English, Newari, Hindi

REFERENCES

MindRisers	Omega Secondary School
MindRisers Institute of Technology	Available upon request
Available upon request	