

## SUMMARY

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Customer-focused professional experienced in customer service and field activities. Skilled in managing customer interactions, resolving issues, and promoting services through direct communication. Passionate about delivering excellent service and contributing to the success of promotional campaigns.

## EDUCATION

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**Ekata James English Academy High School, Kathmandu, Nepal,**  
*Higher Education (GPA : 3.10/4.00)*

*Jul 2021 - Jun 2023*

**Arunima Secondary School, Kathmandu, Nepal**  
*S.E.E (GPA : 3.75/4.00)*

*Aug 2008 - Apr 2021*

## TECHNICAL SKILLS

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- **Content Optimization:** Skilled in **optimizing content** for search engines by implementing keyword placement, meta descriptions, and **SEO-friendly formatting**.
- **Keyword Research:** Proficient in using tools like **Ahrefs, SEMrush**, and Google Keyword Planner to identify high-impact keywords for targeted content strategies.
- **SEO Analysis:** Experienced in conducting **SEO audits and analyzing** website performance metrics with Google Analytics and Google Search Console to improve rankings.
- **Copywriting:** Skilled in crafting persuasive and **clear copy for blogs**, websites, social media, and email marketing, tailored to engage **specific audiences**.
- **On-Page SEO:** Knowledgeable in best **practices for title tags**, headers, URL structures, and **internal linking** to enhance search engine visibility.
- **Content Management Systems (CMS):** Proficient in managing and publishing content on **WordPress, Joomla**, and other **CMS platforms** to streamline content workflows.
- **Competitor Analysis:** Experienced in **analyzing competitor** content strategies and **identifying gaps** and opportunities to improve **content relevance**.

## EXPERIENCE

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### Freelance SEO

- Conducted keyword research and created **SEO-optimized content** for blogs and websites, leading to improved search rankings and **increased traffic for clients**.
- Developed engaging, **original content tailored** to client needs, focusing on clarity, readability, and SEO alignment
- Collaborated with clients to refine content strategies, **incorporating trending keywords** and effective on-page optimization techniques
- Provided regular **updates on content performance** metrics and suggested adjustments to improve engagement

## ADDITIONAL INFORMATION

- Passion for digital marketing and a **strong interest in SEO** development.
- Basic understanding of **WordPress and SEO principles**, with experience in **keyword research** and backlinks.
- Enthusiastic about **contributing innovative** ideas to enhance **SEO performance**.
- Created high-quality **articles** and social media posts that resonated with **target audiences**, helping clients increase their **brand visibility**.
- Performed on-page **SEO tasks**, including **meta description** writing, alt text additions, and **internal linking** to improve site rankings.

## INTERNSHIP OBJECTIVES

- **Collaborate with SEO** and marketing experts to assist in **off-page strategies**, including link building.
- Conduct **keyword research** and competitive analysis to **inform content** strategy.
- Optimize **on-page SEO** elements to **improve client** websites' search rankings.
- Gain hands-on experience with tools like **Google Analytics, SEMrush**, and **Ahrefs**.
- Stay updated on **search engine algorithms** and SEO trends to implement **effective strategies**.