



# PRABIN NEUPANE

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## SUMMARY

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Results-driven Digital Marketing Specialist with practical experience in SEO, Google Ads, Meta Ads, social media marketing, content strategy, email marketing, and campaign optimization. Skilled in Google Analytics, Search Console, SEMrush, and multi-channel growth strategies that improve traffic, lead generation, and ROI. Strong understanding of paid and organic marketing with a data-driven mindset focused on business growth.

## WORK EXPERIENCE

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### Digital Marketing Specialist

Jasper IT Pvt.Ltd, Nepal

Aug 2025 – Present

- Develop and execute digital marketing strategies to increase brand visibility, traffic, and lead generation.
- Manage SEO campaigns including keyword research, on-page optimization, technical SEO, and link-building strategies.
- Plan and optimize paid advertising campaigns through Google Ads, Meta Ads, and other digital platforms.
- Create and manage engaging content for websites, blogs, email campaigns, and social media channels.
- Monitor campaign performance using Google Analytics, Search Console, and reporting tools to improve ROI.
- Lead local SEO initiatives including Google Business Profile optimization and citation management.
- Collaborate with designers and developers to improve website UX, landing pages, and conversion rates.
- Conduct competitor analysis and market research to identify new growth opportunities.

## CERTIFICATION

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### Google Digital Marketing & E-commerce Professional Certificate

Google / Coursera

**Skills Gained:** Search Engine Optimization (SEO), Google Ads Campaign Management, Google Analytics & Data Reporting, E-commerce Strategy, Email Marketing, Social Media Marketing, Marketing Funnel Optimization, Customer Acquisition Strategy

### The Complete Digital Marketing Guide – 27 Courses in 1

Udemy

**Skills Gained:** Facebook & Instagram Ads, Google Ads & PPC, WordPress Website Management, YouTube Marketing, Content Marketing, Lead Generation, Copywriting, Email Marketing, Affiliate Marketing, Branding Strategy

## TOOLS & PLATFORMS

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Google Ads | Meta Ads Manager | Meta Business Suite | Google Analytics | GA4 | Search Console | SEMrush | Canva | WordPress | Shopify | Mailchimp | Brevo | Looker Studio | Excel

## EDUCATION

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Feb 2025- Current

### Masters of Business Studies (Running)

Shanker Dev Campus (Tribhuvan University)

- Major in Marketing