



# PRABIN NEUPANE

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## 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