

AYUSH DHAKAL

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SUMMARY

Results-driven digital marketer skilled in social media management, keyword research, SEO optimization, and paid advertising. Experienced in running and analyzing ad campaigns using, Search Console, and Analytics to drive traffic, improve rankings, and boost conversions. Passionate about data-driven strategies that enhance online visibility and business growth.

WORK EXPERIENCE

Digital Marketing Specialist, Click Point Innovations Mar 2025 - Oct 2025

- Built beginner-level WordPress websites with proper design and functionality.
- Created and managed Meta Ads on Facebook and Instagram for brand promotion.
- Researched keywords using SEMrush, Ubersuggest, and other SEO analysis tools.
- Designed and published engaging social media posts to grow online presence.
- Optimized Search Engines for WordPress and Next.js websites to improve Google rankings.
- Performed detailed SEO audits to identify and fix technical site issues.
- Wrote several SEO-friendly blogs in EEAT format to enhance content quality.
- Conducted interviews to hire and evaluate potential digital marketing interns.
- Trained interns for three months on SEO, social media, and ad campaign strategies

Digital Marketing Intern , BGIT Solutions Dec 2024 - Mar 2025

- Conducted keyword research using Google tools and analyzed results via SEMrush, Ubersuggest.
 - Created SEO-friendly blogs in EEAT format to boost organic reach and credibility.
 - Monitored and analyzed website performance through Google Search Console insights.
 - Performed link-building activities to enhance website authority and domain score.
 - Implemented on-page and off-page SEO strategies to improve overall site visibility.
 - Helped in indexing web pages that were not crawled by Google bots.
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EDUCATION

Bachelor in Humanities and Social Science 2021 - Present

Danfe College, BCA

High School Education 2018 - 2020

NASA International College - Faculty (Science)

Primary School 2005 - 2017

Emile Academy International

TECHNICAL SKILLS

- SEO Optimization
- Keyword Research
- Paid Advertising
- Analytics & Monitoring
- Content Writing
- Social Media Management

SOFT SKILLS

- Communication
 - Adaptability
 - Time Management
 - Leadership
 - Team Collaboration
 - Networking & Relationship Building
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LANGUAGE

- Nepali
 - English All
 - Hindi
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CERTIFICATIONS

Digital Marketing Course Certification: Broadway Infosys

[Certificate Link](#)

Digital Marketing Intern Certification: BGIT Solutions

[Certificate Link](#)

Digital Marketing Associate Certification: Click Point Innovations

[Certificate Link](#)

ACHIEVEMENTS

- Ranked the keyword "Trusted Consultancy" on Google's first page for 6+ months.
 - Conducted interviews for Digital Marketing Intern positions effectively.
 - Trained two interns for 3 months on SEO and social media strategies.
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PORTFOLIO

Blessing Abroad Study Consultancy

- Successfully ranked multiple high-volume keywords, improving overall site visibility.
- Wrote complete website content optimized for SEO and brand credibility.
- Achieved 1st-page ranking for "Trusted Education Consultancy."
- Achieved 1st-page ranking for "Study in Belgium from Nepal."
- Achieved 1st-page ranking for "How to Apply for UK Seasonal Visa from Nepal."
- Achieved 2nd-page ranking for "Finland Study Visa in Nepal."
- Achieved 3rd-page ranking for "Study Abroad Consultancy in Nepal" and "Denmark Student Visa in Nepal."
- Improved visibility to 4th page for "Is Gap Acceptable for USA Study Visa."

Wilson International Education

- Indexed the entire website efficiently for better search engine recognition.
- Uploaded and verified the XML sitemap in Google Search Console for smooth crawling.
- Wrote engaging, SEO-optimized content across all website pages.
- Improved site structure and internal linking for faster indexing.
- Ensured all pages met EEAT (Expertise, Experience, Authoritativeness, Trustworthiness) standards.
- Enhanced keyword targeting for study-abroad-related queries.
- Strengthened overall domain performance through technical SEO improvements.

Click Point Innovations

- Strategically planned and executed paid ad campaigns to boost brand awareness and lead generation.
- Managed and created engaging social media content for Facebook, Instagram, and LinkedIn.
- Wrote complete website content, ensuring SEO optimization and brand alignment.
- Developed digital marketing creatives to strengthen online visibility.

Pathivara Rudraksha

- Created consistent and thematic social media posts for Facebook and Instagram.
 - Designed and ran targeted ads focused on driving product sales.
 - Produced simple promotional videos using CapCut for ad campaigns.
 - Assisted in improving page engagement and follower growth organically.
 - Highlighted product authenticity and spiritual significance through creative posts.
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REFERENCE

Nitin Sharma

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