



SHYAM THAPA

PROFILE

With over 9 years in Digital Marketing, I bring expertise in marketing strategy, paid search, brand marketing, and A/B testing. I've led top-performing teams to execute end-to-end campaigns, consistently delivering results. My passion lies in identifying opportunities to refine brand messaging for maximum impact on target audiences. Let's collaborate to take your digital marketing initiatives to new heights!

WORK EXPERIENCE

Mahalaxmi Mobiles Pvt. Ltd

2024 - PRESENT

Digital Marketing Team Lead

- Developed and executed comprehensive digital marketing strategies to increase brand awareness and customer engagement.
- Developed and implemented SEO/SEM strategies to increase website traffic and improve user experience.
- Collaborated with creative and design teams to develop effective visuals for digital campaigns.
- Monitored industry trends and identified potential opportunities to increase website traffic.
- Managed digital marketing campaigns across multiple channels, including website, social media, email, SEO/SEM, and display advertising.
- Created and optimized content for websites, blogs, and social media.
- Collaborated with stakeholders to ensure alignment with company objectives.
- Developed and maintained processes for tracking and reporting on digital marketing efforts.
- Utilized A/B testing to optimize campaigns for maximum ROI.

CONTACT

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📍 H.No-212, Kirtipur

EDUCATION

2005 - 2008

DELHI UNIVERSITY

- B.A (Hons)

2004 - 2005

C.B.S.E BOARD, NEW DELHI

- Bachelor of Arts
- GPA: 3.8 / 4.0

2002 - 2003

C.B.S.E BOARD, NEW DELHI

- Bachelor of Arts
- GPA: 3.7 / 4.0

SKILLS

- Project Management
- Problem Solving
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Adaptability
- Analytical Skills

SEO-SKILLS

- Digital Marketing
- Content Marketing
- PPC
- Social Media Marketing
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- SEO Audits
- Programmatic SEO

USED TOOLS

- Ahref
- SEMrush
- GA4
- Google Search Console
- Screaming Frog
- Yoast SEO
- MOZ
- Keyword Planner
- Google Tag Manager
- Rank Math
- Google AdWords

HOBBIES

- Photography
- Continuous Learning
- Fitness & Wellness
- Traveling
- Outdoor Adventures

PROJECTS DONE

- <https://lotusmart.com.au/>
- <http://www.fnp.com/>
- <http://www.punjabkesari.in/>
- <https://kangarooedu.com.au/>
- <https://www.mdsvisa.com/>
- <https://www.bluelotus.edu.au/>
- <https://momosnwok.com/>
- <https://www.divyat.com/>
- <https://jagbani.punjabkesari.in/>
- <https://www.airlinespetpolicy.com/>
- <https://wentworthcentral.com.au/>
- <https://besttravelsuitcases.com/>
- <https://apoquel.org/>
- <https://www.tecno-mobile.com/np/>

VolgAI Pty Ltd

2021 - 2023 DEC

Digital Marketing Team Lead

- Developed and executed successful digital marketing campaigns to generate leads and increase brand awareness.
- Managed a team of digital marketing professionals and provided training and guidance to ensure effective execution of campaigns.
- Utilized various digital marketing channels such as search engine optimization, email marketing, social media, and paid advertising.
- Developed strategies to optimize digital campaigns and increase website traffic and conversions.
- Coordinated with teams to ensure accurate and timely delivery of services.
- Design and build a website in WordPress.
- Monitored customer feedback to identify areas of improvement.
- Developed and maintained relationships with key clients.
- Created and presented monthly performance reports to senior management and clients.

Divya Technologies Pvt Ltd

2016 - 2021

SR. SEO ANALYST

- Managed a team of 5+ SEO professionals to drive organic growth, reach targeted KPIs, and deliver long-term results.
- Implemented best practices for SEO optimization, including keyword research, content optimization, and link-building.
- Developed SEO training and onboarding materials for team members.
- Stayed up-to-date with Google algorithms and industry trends to ensure compliance with SEO standards.
- Collaborated with content writers, web developers, and other departments to ensure SEO best practices were followed.
- Monitored and reported on website performance, keyword rankings, backlinks, and other SEO metrics.

LANGUAGES

- English (Proficient)
- Nepali (Fluent)
- Hindi (Fluent)

YNG Media Pvt Ltd

2013 - 2016

SEO Excutive

- Conducted keyword research to identify relevant terms for organic and paid search optimization.
- Developed and implemented SEO strategies, including content optimization, link building, and SEO analytics.
- Monitored and reported on SEO performance and key metrics.
- Utilized SEO tools including Google Analytics, Google Search Console, and Moz to identify opportunities for optimization.
- Stayed up-to-date on industry trends and best practices.