



BIJAYA THAPA MAGAR

Digital Marketing Specialist

Results-driven Digital Marketing Professional with 8+ years of experience, specializing in SEO and performance marketing to drive lead generation, improve conversion rates, and support business growth. Proven ability to execute data-driven strategies, optimize campaigns, and enhance online visibility across international markets including UAE, US, UK, New Zealand and Australia. Experienced in analysing performance data, refining marketing funnels, and continuously improving overall digital marketing effectiveness.

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WORK EXPERIENCE

Digital Marketing Manager

Gilani Mobility | Dubai, UAE

October 2024 – April 2026

Key Responsibilities & Achievements

- Grew organic website traffic by **25%** through strategic SEO execution.
- Maintained and improved traffic performance despite frequent fluctuations caused by Google algorithm updates and industry changes.
- Reduced **CPA by 10–20%** and improved overall campaign efficiency
- Increased **conversion rates by 15–25%** through optimization strategies
- Generated **high-quality leads and eCommerce revenue**
- Successfully handled **multi-country campaigns** with localized targeting

SEO Specialist

Travel Kendra | Lalitpur, Nepal

June 2024 – September 2024

Key Responsibilities & Achievements

- Drove organic traffic growth of over 1,600% — scaling from ~200 to 3,411 monthly visitors through targeted SEO strategy and content optimization.
- Achieved a consistent upward traffic trajectory with zero paid media spend, demonstrating the impact of a purely organic growth strategy.
- Maintained a controlled branded traffic presence, reflecting an early-stage brand building phase with strong organic discoverability.
- Optimized technical SEO across site speed, crawlability, and indexing - directly improving search engine rankings and overall site health.

KEY SKILLS

- SEO Strategy
- Technical SEO
- On-Page SEO
- Off-Page SEO
- Multilingual SEO
- Local SEO
- Ecommerce SEO
- Content Strategy
- Link Building Strategy
- Data Analysis
- SEO Migration Strategy
- Google Ads
- Reporting & Tracking
- Meta Advertising
- Branding
- Prompt Engineering
- SGE Optimization
- Project & Team Management
- Conversion Rate Optimization

TOOLS

- Google Search Console
- GA4
- Google Tag Manager
- Looker Studio
- Google Ads
- Google Ads Editor
- Bing Webmaster Tools
- MS Clarity
- Screaming Frog
- Ahrefs
- SEMrush
- ChatGPT
- Claude

Digital Marketing Manager

Mero Kishan | Kathmandu, Nepal

Jan 2021 – June 2023

Key Responsibilities & Achievements

- **Scaled website traffic from near zero to 4,300+ monthly users, and revenue by 20%.**
- Executed high-impact SEO strategies, optimizing content and search visibility.
- **Optimized technical SEO**, improving site speed, indexing, and rankings.
- **Revamped on-page & off-page SEO**, boosting search authority.
- Collaborated with teams to enhance website performance and UX.
- Led **link-building campaigns**, strengthening domain authority.
- Created **data-driven SEO reports** for performance tracking.

Digital Marketing Executive

Chingu Mart | Bhaktapur, Nepal

January 2020 – January 2021

Key Responsibilities & Achievements

- Developed and implemented Web, SEO, social media, and Display Advertising Campaigns.
- Oversee the execution of SEO, social media, and Display Advertising Campaigns, achieving a 12% decrease in cost per acquisition.
- Monitored and reported on campaign performance using analytical tools, including Google Analytics.



EDUCATION

Bachelors of Science (Hons) – Software Engineering

NAMI College (University of Northampton)

2016 - 2019



CERTIFICATIONS



The Fundamentals of Digital Marketing
By Google Digital Garage



SEO Strategy. Link Building
By LinkedIn



Google Analytics Certification
By Skillshop



SEO Fundamental Exam
By SEMrush Academy



HubSpot Digital Marketing Certificate
By HubSpot Academy



Introduction to Data Studio
By Google Analytics Academy



Google Ads Search Certification
By SkillShop



LANGUAGE

- English
- Nepali



PORTFOLIO

Paid Advertising & Lead Generation

Gilani Mobility

gilanimobility.ae

Increased MoM revenue by 32%, optimized ads to reduce budget, and boosted sales.

Gilani Engineering

gilaniengineering.com.au

Drove **35–36% MoM revenue** growth by optimizing **paid advertising** efficiency, reducing acquisition costs, and scaling high-performing campaigns.

Mero Kishan

merokishan.com

Optimized ad strategy to maximize brand awareness and exceed market targets.

Gilani Mobility (New Zealand)

gilanimobility.co.nz

Increased MoM revenue by 10%, optimized ads to reduce budget, and boosted sales.

Travel Kendra

travelkendra.com

Launched project from scratch, implementing SEO, Google Ads, and content marketing, lead Generation

Chingu Mart

chingumart.com

Planned and executed social media, and display advertising campaigns.

Email Marketing & Automation

Gilani Mobility

gilanimobility.ae

Implemented email marketing strategies that contributed to a 5% increase in revenue.

Travel Kendra

travelkendra.com

Designed and implemented automated email strategy to optimize conversion across the customer journey.



Mero Kishan

merokishan.com

Implemented abandoned cart email automation achieving a **20–30%** cart recovery rate, improving overall conversion and revenue.

Chingu Mart

[Chingumart.com](http://chingumart.com)

Created segmented email automation strategy based on user behavior to improve targeting and personalization.