



Susan Maharjan

SEO Executive

My Contact

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Hard Skill

- WordPress, HTML, CSS, Bootstrap
- Data analysis
- Digital Marketing
- SEO Tools and Integration
- Technical & Non Technical Writing
- Website Auditing and Reporting
- Photoshop CS6, Sublime Text
- Outreach Management

Soft Skill

- Punctual
- Decision making
- Communication
- Multi-tasking
- Hardworking
- Team Oriented
- Disciplined and honest
- Ability to manage time and schedules

About Me

Enthusiastic SEO Executive eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in SEO and digital marketing. Willingness to take on added responsibilities to meet team goals.

Education Background

- **National College of Engineering**
Bachelors in Computer Engineering
Completed in 2018
- **National Institute of Science (NIS PATAN)**
+2 Science
Completed in 2013
- **Hill-Town Secondary School**
SLC
Completed in 2011

Professional Experience

Feat International – SEO Officer

Jan 2022– Present

Key responsibilities:

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Worked with development team to properly implement SEO best practices on newly developed code.
- Collaborated with editorial and marketing teams to drive SEO in content creation
- Prepared SEO centric blogs and article titles for clients
- Analyzed and audited clients' websites to address performance issues.
- Prepared monthly SEO reports, Keyword Tracking and data analytics of clients
- Completed keyword research to target clients based on keyword targeting.
- Developed and implemented quality link-building strategies.
- Presented and shared general SEO information to the team during Learning & Development Session

Broadway Infosys Nepal – SEO Analyst

May 2018 – Dec 2021

Key responsibilities:

- Keyword research and reports for inhouse projects
- Developed and implemented quality link-building strategies.
- Researched and implemented search engine optimization recommendations.
- Performed both On-page and Off-page SEO for inhouse projects
- Prepared SEO Audit reports of inhouse project

PasalShop | e-Commerce Website – Website Manager

Nov 2017 – April 2018

Key responsibilities:

- Reported website frontend and backend issue to both team and developer
- Performed stock management for each product on website
- Created spreadsheets using Microsoft Excel for daily, weekly and monthly sales
- Maintained energy and enthusiasm in fast-paced environment.

Additional Work Experience

- **Worked as SEO Freelancer with international client**
- **Worked as SEO Freelancer and performed SEO audit reports of Nepali clients**
- **Worked as Tutor and shared knowledge about SEO to students**
- **Worked as Backlink seller in platform SEO Clerk**
- **Worked with different affiliate network like CPA Grip, Google AdSense**

Interest

- **Traveling and Trekking**
- **Web Surfing**
- **Sports and Recreational activities**
- **Sneakers**

Reference

- **Er. Pradip Adhikari**
HOD, Department of Computer and Electronics National College of Engineering
- **Broadway Infosys Nepal**
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