

RUPESH THAPA

SEO SPECIALIST

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I am passionate about helping businesses grow through strategic digital marketing. With expertise in SEO, social media, content creation, and PPC, I deliver measurable results. I stay ahead of trends and techniques, ensuring that every campaign drives success and aligns with client goals.

EXPERIENCE & KEY RESPONSIBILITIES

SEO Strategist & Team Lead

Rank Me Top (Dec 2024 – Feb 2025)

- Led a team of 5 SEO Executives to launch SEO campaigns to boost the rankings and traffic.
- Comprehensive semantic SEO strategy approach by analyzing the historical data of GA4 and GSC.
- Designing a roadmap for effective implementation of the SEO strategy.
- Content planning in execution.
- Time and resource management with effective inter-team communication while motivating to achieve it.
- Setting up and tracking KPIs to achieve the campaigns' goal i.e. rankings, leads, traffics.
- Analyze the raw data in Looker Studio for better visualization of the campaign progress.

Senior SEO Team Lead

Yoddha Lab Pvt. Ltd. (Apr 2024 - Oct 2024)

- Driven organic traffic from 15k to 55k (GSC).
- Led a team of 8 to launch social media campaigns that boosted engagement by 35%.
- Comprehensive SEO strategies for SaaS Products (VoIP) to enhance online visibility and drive organic traffic.
- Conducted in-depth competitor analysis and keyword audits, improving rankings for 1000+ keywords.
- Built a backlink portfolio high-authority links, increasing domain authority by 25%.

SEO Specialist

Splendour Group (Aug 2021 - Apr 2024)

- Enhanced site usability, reducing bounce rates by 30% and increasing average session duration.
- Increased organic traffic by 150% within 6 months through strategic SEO campaigns.
- Optimized enterprise websites, resulting in a 300% increase in organic traffic over 2 years.
- Visualize data in Looker Studio for better understanding of the campaign progress and client communication.
- Designed Paid Marketing Campaigns resulting increase in sales and dominating paid position in SERP (Meta Ads, Google Ads)
- Developed and executed social media strategies for 15+ clients in diverse industries.
- Implemented grey hat SEO strategy for backlinks.
- Designed images and infographics for campaigns that increased social media engagement by 50%.

SEO Intern

Splendour Group (May 2021 - Jul 2021)

- Training SEO basics
- Keyword research
- Content writing
- Optimized content for the website and social media frameworks.
- Graphic designing and infographics design using Canva and Photoshop
- Basic analytical skills (GA4, GSC, GTM, Microsoft Clarity)
- SEO tools proficiency (SEMRush, Ahrefs)

Social Media Manager

Socheko.com (Aug 2017 – May 2021)

- Managed Facebook Ad campaigns.
- Analyze campaign budgets.
- Content planning for social media.
- Collaboration with team members and graphic designers.
- Analyze market trends (fashion, products, demographics)
- Manage products on website.
- Handle customer inquiries with effective communication.

EDUCATION

2019

Bachelor in Business Studies

Janta Bahumukhi Campus, Itahari, Sunsari, Nepal

GPA 3.5

SKILLS

HTML, CSS, Javascript, SEO (On-page, Off-page, Technical and Local), SEO and SEM Optimization, Graphic Designing with Canva, Data Analysis, CRM and Social Media Strategy, Content Marketing and Creation, SEO tools: (Semrush, ahrefs, Keyword Tool, Local Vikings, BrightLocal, Surfer Seo, & Screaming Frog), Google Ads, Conversion Rate Optimization, GA & GSC, SEO Extension (Seo Minion, Detailed, GMB Everywhere, etc.)

LANGUAGE

Nepali, English, Hindi