Pramod *Rimal*

Digital Marketing Specialist · **SEO, Paid Media & AI Automation**

0430 682 795 · rimalpramod@hotmail.com · linkedin.com/in/pramodrimal · pramodrimal.com

Modbury, Adelaide SA

15+	$150k	$50k	30+	10
years in digital marketing & web	per month Google Ads budgets managed	per month Meta Ads lead-gen budgets	websites managed at one time	people led across content, social & web

CORE SKILLS

- SEO · technical, local, on-page & off-page
- Google Ads · Meta Ads · LinkedIn Ads
- Analytics · GA4 · Tag Manager
- Email & marketing automation
- Social media & content production
- Ecommerce · Shopify · loyalty programs
- Websites, UX & CRO

TOOLKIT

CMS & ECOMMERCE

WordPress · Elementor · Oxygen · Divi · Shopify · OpenCart · Drupal · Joomla · Sanity CMS

CRM, EMAIL & PROJECTS

HubSpot · GoHighLevel · monday.com · Asana · Mailchimp · Klaviyo · Yotpo · PIM

DESIGN & OFFICE

Adobe Suite · Canva · VistaCreate · MS Office · MS Project

LEADERSHIP

- Budget management & ROI optimisation
- Team leadership & cross-functional collaboration
- Stakeholder reporting, weekly & monthly

PROFILE

Results-driven digital marketing specialist with **15+ years** across strategy, websites, SEO, SEM, social, email and analytics. I run large campaigns (budgets over **$150k a month**), lead teams, and turn visibility into measurable leads and sales.

I use AI agents, chatbots, workflow automation and CRM data to cut manual work and lift ROI, and I work closely with stakeholders to ship content and websites that serve business goals.

AI-ERA SKILLS

AI & AUTOMATION

Lead → n8n · Zapier · Pabbly → AI agent → CRM · email

Workflow automation
n8n, Zapier and Pabbly Connect flows linking forms, CRM and email.

AI agents & chatbots
Customer and lead chatbots plus AI agents for routine marketing tasks.

AI search (GEO / AEO)
Content and schema structured to be cited by AI answers and overviews.

AI content & creative
Nano Banana Pro, Pomelli and AI tools for graphics, copy and data segmentation.

CERTIFICATIONS

- Google Ads — Search, Display, Video & Shopping
  Google Digital Academy (Skillshop)
- Google Analytics Certification
- HubSpot — Digital Marketing, SEO, Email, Social, Content & Inbound
- SEO Specialisation
  Eduonix Academy · Simplilearn
- Digital Marketing Specialist
  LinkedIn Learning
- Advanced Diploma in Digital Marketing
  Alpha Academy
- Advanced Diploma in IT Project Management
  TAFE
- Certificate IV in Cyber Security
  TAFE · in progress

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EXPERIENCE

E-Commerce & Loyalty Specialist

MAR 2025 — NOW

Star Pharmacy Group (Star Discount Chemist)

- Manage Shopify ecommerce content and product data in line with company objectives.
- Lead platform development and integrations: PIM, HubSpot CRM, Sanity CMS, Striketru and Yotpo Loyalty.
- Run Yotpo loyalty programs to lift retention and engagement; oversee ecommerce budgets and compliance.
- Optimise Google Ads and Meta Ads for ROI; deliver local SEO and site audits for online and in-store sales.
- Report weekly and monthly on ecommerce and campaign performance.

Senior Digital Marketing Coordinator (SEO/SEM)

FEB 2024 — FEB 2025

First Aid Pro / Skills Training College

- Ran Google Ads over $150k a month and Meta Ads over $20k a month: budgets, creative and analysis.
- Managed 30+ websites and led a team of 10 across web content, social and production.
- Built marketing plans integrating SEO, SEM, email and retargeting; keyword research and PPC for leads.
- Improved UI/UX and kept servers healthy with backups and updates.

`$150k+/mo Google` `$20k+/mo Meta` `30+ sites` `Team of 10`

Digital Marketing Executive

JUL 2022 — FEB 2024

Astra Green Solutions Pty Ltd

- Led a team of 8 on integrated digital strategy aligned with business goals.
- Managed $50k-a-month Meta Ads lead-generation campaigns, optimising for ROI.
- Improved search rankings, traffic and conversion rates through SEO, UX analysis and CRO.
- Created web, blog, social and email content; tracked KPIs and reported with analytics tools.

`$50k/mo Meta` `Team of 8` `SEO + CRO`

SEO & Content Manager · Digital Marketing Consultant

JAN 2018 — JUN 2022

Flower City Australia

- Wrote keyword-optimised content and ran social accounts to grow brand awareness.
- Combined paid promotion with organic SEO; designed newsletters that drove repeat sales.
- Ran regular site audits, database management and server maintenance.

Freelance Website Developer & Digital Marketer

2011 — 2017

Multiple clients

- Built and managed client websites across CMS platforms; SEO blogs, video, graphics and social.
- Technical audits, malware removal, server clean-ups, backups and reputation management with paid ads.

Customer Operation Officer — Sales & Marketing

MAR 2011 — DEC 2017

KONE Elevators, Sydney

- Sales strategy, market segmentation, promotional plans and client relationships.

EDUCATION

- Master of Professional Accounting
  University of Ballarat, Australia
- Master of Economics
  Tribhuvan University, Nepal
- Bachelor of Science
  Tribhuvan University, Nepal
- Diploma in Journalism
  Alpha Academy
- Diploma in Sales & Marketing
  Alpha Academy

CHANNELS

Google Search · Google Shopping · YouTube · Facebook · Instagram · TikTok · LinkedIn · Email

SEO & ANALYTICS

Google Search Console · Bing Webmaster Tools · GA4 · Tag Manager · Looker Studio · Semrush · Ahrefs

AI STACK

✦ n8n · ✦ Zapier · ✦ Pabbly · ✦ AI agents · ✦ Chatbots · ✦ GEO / AEO · ✦ Nano Banana Pro · ✦ Pomelli

REFEREES

Available on request.