

Professional Summary

Results-driven Digital Marketing Specialist with over 15 years of experience in digital marketing strategy, website management, SEO, SEM, social media, email marketing, and data analytics. Skilled in managing large-scale digital campaigns with budgets exceeding \$150k/month, leading teams, and delivering measurable growth in brand visibility and lead generation. Experienced in utilising AI-enabled marketing tools, AI agents, chatbots, digital marketing automation, CRM systems, and advanced analytics to optimise marketing performance and ROI. Effective collaborator with stakeholders to develop engaging digital content and user-friendly website experiences aligned with business goals.

Key Skills

- Digital Marketing Strategy & Execution
- Search Engine Optimization (On-Page, Off-Page, Technical SEO, GEO, AEO, and Local SEO)
- Pay Per Click (Google Ads, Meta Ads, LinkedIn Ads)
- Social Media Management & Content Development (Facebook, Instagram, TikTok, LinkedIn)
- Email Marketing & Automation (N8N Workflow Automation, HubSpot, Mailchimp, Klaviyo, Pabbly Connect, Zapier)
- Data Analysis & Campaign Performance Reporting (Google Analytics GA4, Tag Manager, Boolean Maths)
- AI Tools in Marketing & Data Segmentation
- CRM & Database Management
- CMS Expertise: Advanced knowledge of popular Content Management Systems including WordPress (Elementor, Oxygen Builder, Divi Builder), OpenCart, Drupal, Shopify, and Joomla for website development and content management to achieve optimal performance.
- MS Office Proficiency: Advanced skills in Microsoft Office Suite (Word, Excel, PowerPoint, Project)
- Graphic Design Proficiency using Adobe Suite, Canva, Vista Create, Nano Banana Pro, Pomelli, and AI Tools
- Budget Management & ROI Optimisation
- Team Leadership & Cross-functional Collaboration

Certifications

- Advanced Diploma in Digital Marketing (Alpha Academy)
- Google Ads Certifications: Search, Display, Video & Shopping (Google Digital Academy)
- Google Analytics Certification
- HubSpot Certifications: Digital Marketing, SEO, Email Marketing, Social Media Marketing, Content Marketing, and Inbound Marketing
- SEO Specialisation (Eduonix Academy, Simplilearn)
- Digital Marketing Specialist (LinkedIn Learning)
- Advanced Diploma in Information Technology Project Management (TAFE)
- Certificate IV in Cyber Security (TAFE – Expected Completion 2027)

Professional Experience

E-Commerce and Loyalty Specialist – Star Pharmacy Group (Star Discount Chemist)

March 2025 – Present

- Manage ecommerce platform content and product data ensuring alignment with company objectives using Shopify.
- Lead project oversight for platform development and third-party integrations including PIM (Product Information Management), HubSpot CRM, Sanity CMS, Striketru, and Yotpo Loyalty programs.
- Collaborate cross-functionally to support marketing initiatives and sales performance including ecommerce issue resolution and customer support.
- Oversee ecommerce budgets and ensure compliance with regulatory standards.
- Manage loyalty programs to drive customer retention and engagement via Yotpo.
- Deliver weekly and monthly ecommerce and campaign performance reports.
- Optimise Google Ads and Meta Ads campaigns to improve ROI.
- Implement local SEO strategies and perform comprehensive site audits to enhance online and in-store sales.

Senior Digital Marketing Coordinator (SEO/SEM Specialist) – First Aid Pro / Skills Training College
Feb 2024 – Feb 2025

- Managed 30+ websites ensuring optimal functionality and user experience.
- Led a team of 10 managing website content, social media profiles, and content production across multiple channels.
- Developed and executed digital marketing plans integrating SEO, SEM, email marketing, and retargeting strategies.
- Oversaw Google Ads campaigns with budgets exceeding \$150k/month and Meta Ads campaigns over \$20k/month including budgeting, content creation, and performance analysis.
- Conducted keyword research and managed PPC campaigns to increase traffic and lead generation.
- Enhanced UI/UX elements on websites and maintained server integrity through backups and updates.

Digital Marketing Executive – Astra Green Solutions Pty Ltd
July 2022 – Feb 2024

- Led a team of 8 to develop integrated digital marketing strategies aligned with business goals.
- Managed Meta Ads campaigns with a \$50k monthly budget focused on lead generation and optimising ROI.
- Created engaging content for websites, blogs, social media channels, and email campaigns.
- Implemented SEO strategies resulting in improved search rankings and increased traffic.
- Used analytics tools for KPI tracking, reporting, and strategy optimisation.
- Improved website conversion rates through UX analysis and CRO strategies.

SEO & Content Manager | Digital Marketing Consultant – Flower City Australia
Jan 2018 – June 2022

- Developed keyword-optimised content and managed social media accounts to raise brand awareness.
- Conducted regular website audits and database management; performed server maintenance including backups.
- Designed newsletters to enhance customer engagement and repeat sales.
- Executed paid promotions alongside organic SEO efforts to maximise reach.

Freelancer – Website Developer & Digital Marketer
2011 – 2017

- Developed and managed websites using various CMS platforms for multiple clients.
- Conducted keyword research and created engaging digital content across multiple niches.
- Produced video content and graphics; wrote and managed SEO optimised blogs and articles; managed social media accounts; handled reputation management including paid ads.
- Performed technical website audits including malware removal, server cleanups, and backup procedures.

Customer Operation Officer – Sales and Marketing – KONE Elevators, Sydney
March 2011 – Dec 2017

- Developed sales strategies including market segmentation and promotional planning.
- Managed client relationships and collaborated with cross-functional teams to monitor campaign performance.

Education

Masters of Professional Accounting – University of Ballarat, Australia
Masters of Economics – Tribhuvan University, Nepal
Bachelor of Science – Tribhuvan University, Nepal
Diploma in Journalism – Alpha Academy
Diploma in Sales and Marketing – Alpha Academy