

Siba Subba

Strong background in extensive SEO/SEM with proven success in campaign execution. Acute understanding of SEO & other digital marketing aspect, history of delivering positive ROI, traffic, leads.



Blogger @ www.shivasubba.com

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Dubai, UAE

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Inbound & Digital Marketing Strategist

Work Experience

June, 2017 - Present

Dubai, UAE

Digital Marketing Executive

Tagit RFID Solutions

Role and Responsibility

Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
Maintaining our social media presence across all digital channels
Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
Brainstorm new and creative growth strategies
Plan, execute, and measure experiments and conversion tests by A/B testing landing pages
Tracking and analyse website traffic flow and provide regular internal reports

March, 2016 - January, 2017

Kathmandu, Nepal

Digital & Inbound Marketer

Dove Creation Nepal

Role and Responsibility

Develop SEO Strategy and implementation
Continuing monitoring SEO/SEM insight to optimize the campaigns
Based on analysis, result and client feedback, continually improve and modify strategies to Optimise effectiveness
Keeping up-to-date with constantly changing technological and search engine trends, algorithms and ranking factors
Fix any errors or bugs in online content

April, 2015 - March, 2016

Kathmandu, Nepal

SEO Analyst and Specialist

Blue Muffin Studio

Role and Responsibility

Perform competitor research
Perform site analysis, Keyword research and mapping and assess link building opportunity
Creating comprehensive presentation and reporting to clients
Responsible for evaluating client websites and developing a marketing strategy
Responsible for maintaining SEO guidelines and integrity on each customer website
Helped define best practice SEO and SEM procedures
Monitored scheduled and unscheduled algorithm changes to the major search engines
Assisted in providing analytics and performance reporting to client

May, 2013 - October, 2014

Kathmandu, Nepal

SEO Executive

Crossover Nepal

* Note: More experience details can be furnished on request.

Education

Completed on 2015

Bachelor in Science & Technology

Tribhuvan University, Nepal

Personal

Date of Birth

February, 11 - 1992

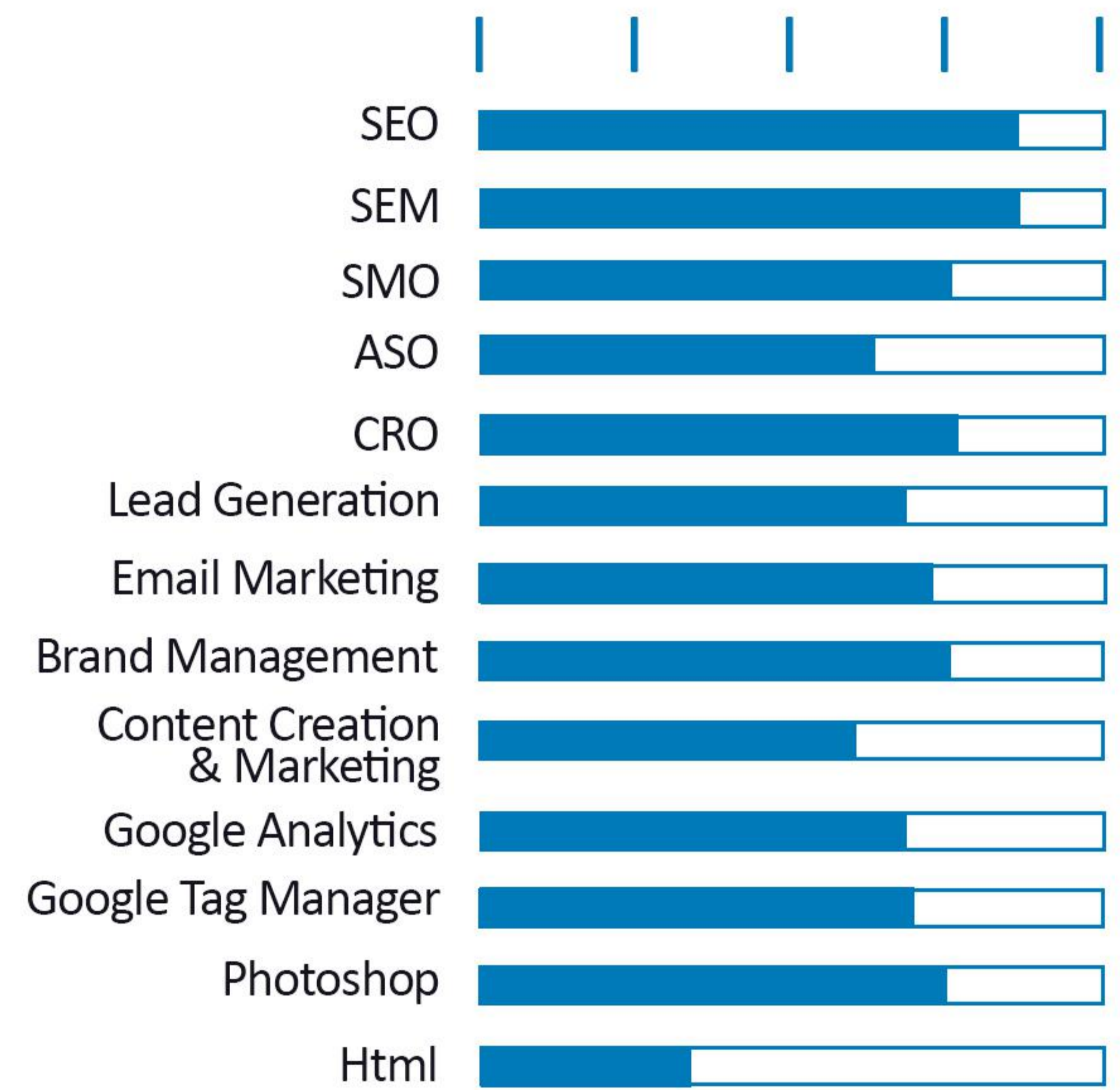
Nationality

Nepalese

Language Known

English, Hindi, Nepali, Bengali, Urdu

Skills



Certificates

Google Online Marketing Certified

Link: <http://bit.ly/2rHg4gL>

Google Adwords Search Certified

Link: <http://bit.ly/29qi41y>

Google Adwords Display Certified

Link: <http://bit.ly/2aMdvAu>

Google E-commerce Certified

Link: <http://bit.ly/2oMAyiq>

Google Analytics Certified

Link: <http://bit.ly/2qxzxMU>

Google Tag manager Certified

Link: <http://bit.ly/2obrszc>

Hubspot Inbound Marketing Certified

Link: <http://bit.ly/2sDt5la>

Reference

Tuklal Poudel

ECONET, Software Developer

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Prakash Luitel

Vacker, Full-stack Developer

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