

Aashish Rai

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Digital Marketing Assistant | SEO & Content Specialist

Results-driven **digital Marketing professional** with over **3 years of experience** in SEO, content strategy, and data-driven marketing. Proven track record of improving organic rankings by up to **40%** and managing high-volume content production of **300+ articles**. Skilled in utilizing **SEO tools**, conducting **email outreach**, and optimizing **service pages** to drive conversions. Highly organized and adept at **managing multiple projects** simultaneously in fast-paced **SaaS and agency** environments.

KEY COMPETENCIES

SEO	Content Strategy	Data & Analytics	Soft Skills
On-Page SEO	Topical Cluster	Google Search Console (GSC)	Leadership
Local SEO	Content Repurpose	Google Analytics (GA4)	Attention to Detail
Technical SEO	Keyword Strategy	Conversion Rate Optimization (CRO)	Effective Communication

PROFESSIONAL EXPERIENCE

Yoddha Lab Private Limited

Jul 2025 - May 2026

Title: Mid-Level On-Page SEO Executive

- **Performance Growth:** Improved organic performance and keyword rankings by **25–40%** across targeted blog pages through strategic **on-page optimizations**.
- **Content Optimization:** Audit and enhance existing blog and landing page content to align with search intent and brand voice.
- **Data Analysis:** Monitor performance via **GA4 and GSC**, providing weekly reports to the Team Lead to guide strategy adjustments.
- **Efficiency:** Successfully manage **2–3 content projects** in parallel, ensuring all SEO benchmarks and deadlines are met.
- **Strategy:** Conduct deep-dive analysis of on-page strategies and keyword landscapes using **SEMrush** and **Ubersuggest**.

Krezona Technology Private Limited

Apr 2023 - Mar 2025

Title: Content Writer/SEO

- **Content Production:** Authored **300+ SEO-optimized blogs**, achieving **#1 rankings** for high-competition keywords like "**Top Banks in Nepal**" and "**Highest Salaries of Banking CEOs**."
- **SEO Strategy:** Developed and implemented overall **SEO strategies**, including **on-page, off-page, technical, and Local SEO**.
- **Research:** Performed comprehensive **keyword research** to identify content gaps and opportunities in the finance and education sectors.

Goodwish Engineering Private Limited

Apr 2017 - Feb 2023

Title: Robotics Trainer

- **Content Foundations:** Developed a high-quality robotics **training syllabus**, igniting a passion for structured **content writing and SEO**.
- **Communication:** Enhanced interpersonal and presentation skills by training students from grade 4 through the bachelor's level.
- **Client Relationship Management:** Managed multiple clients (schools) and maintained strong relationships

Sikshyalaya Nepal

Apr 2015 - May 2017

Title: Science Teacher

- **Lesson Planning:** Developed a year-long lesson plan for lower-secondary classes.
- **Evaluation:** Analyzed the academic performance through assessments.

EDUCATION

Higher Secondary Level (+2) [2013 - 2015]
Kathmandu Unified City College

SLC (School) [2002 - 2013]
Wits Academy

EXTRACURRICULAR ACTIVITIES

Participation in different robotics competition

CERTIFICATIONS

5-Day SEO Challenge
Orka Socials