

Alex Nepal

BIM Student | SEO & Digital Marketing | Information Management

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SUMMARY

BIM student at Nepal Commerce Campus, Tribhuvan University, with practical SEO experience in keyword research, on-page and technical SEO, and content optimisation. Open to SEO Analyst, Digital Marketing and IT roles.

EXPERIENCE

SEO, Velox Labs

- Keyword research and search intent analysis
- On-page SEO, content optimisation and internal linking
- Google Search Console and PageSpeed analysis, technical SEO checks
- Backlink activities and SEO content creation
- SEO content for Australian migration and skills assessment topics (Engineers Australia CDR, ANMAC, AASW)

EDUCATION

Bachelor of Information Management (BIM), 2022 to 2026

Nepal Commerce Campus (NCC), Tribhuvan University. 8th semester.

Higher Secondary (+2), Computer Science

NIDI Secondary School & Indreni Campus. Graduated 2079 B.S.

SKILLS

SEO: Keyword Research, On-Page SEO, Technical SEO, Search Intent Analysis, Content Optimization, Internal Linking, Backlink Analysis

Tools: Google Search Console, Google Analytics, PageSpeed Insights, WordPress, Elementor, Canva

Marketing: Content Writing, Social Media Marketing, Email Marketing

Web and IT: HTML, CSS, JavaScript (Basic), PHP (Basic), MySQL, Git/GitHub, XAMPP

PROJECTS

Hostel Management System: Web-based room booking, stay management and complaint system (PHP, MySQL, HTML, CSS, JavaScript, XAMPP).

SEO Projects: SEO for Australian migration and skills assessment websites.

Digital Marketing Projects: Content, social media, UTM tracking and campaign analysis.