



SUSMITA SHIWAKOTI

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SUMMARY

Results-driven SEO Specialist and Digital Marketing Professional with hands-on experience in SEO strategy, WordPress development, content optimization, and website growth. Proven ability to improve Google rankings, increase organic traffic, and build SEO-focused digital solutions for travel and tourism brands. Skilled in technical SEO, keyword research, link building, and responsive web development, with a strong passion for delivering measurable online growth and business results.

PROFESSIONAL EXPERIENCE

SEO & Digital Marketing Specialist, Freelancer **February 2025– Present**

- Managing SEO optimization, on-page and off-page, and website maintenance for travel and tourism clients
- Executing link-building strategies to improve domain authority and Google rankings for travel websites
- Conducting keyword research and implementing strategies to improve search engine visibility
- Managing digital marketing campaigns including social media marketing and content promotion
- Developing, customizing, and maintaining WordPress websites with plugins, themes.
- Building responsive, mobile-optimized, and SEO-friendly web interfaces using HTML, CSS, and JavaScript
- Developing back-end functionality with server-side scripting and database management using Python and Django

Team Lead – Lax Technology **Apr 2023 - Jul 2025**

- Leading a technical team
- Coordinating project planning and task distribution
- Ensuring timely delivery of client projects

Frontend Intern – ApplyJob.com **Feb 2022 - Jul 2022**

- Developed frontend interfaces using HTML, CSS, and Bootstrap
- Assisted in improving platform usability

Senior Content Writer - ExploreAllAboutNepal

Apr 2025 - Present

- Leading content strategy, research, and article production for ExploreAllAboutNepal
- Coordinating SEO planning, content calendars, and task distribution across the content workflow
- Ensuring timely publishing of high-quality, Google Discover-friendly, and SEO-optimized travel content
- Managing destination research, fact-checking, and content quality standards
- Optimizing blog content for search rankings, user engagement, and AdSense compliance
- Collaborating with designers, developers, and marketing teams for content campaigns
- Monitoring content performance, keyword trends, and audience growth opportunities
- Mentoring writers and maintaining consistency in brand voice and editorial guidelines

Senior Content Writer And Researcher - StartProfilesHub

Aug 2025 - Present

- Leading content research and article production for StarProfilesHub
- Coordinating SEO planning and content publishing workflows
- Ensuring timely delivery of accurate and engaging celebrity content
- Monitoring trends, keyword opportunities, and content performance

EDUCATION

Bachelor of Computer Information System (BCIS)

2019 - 2025

Medhavi College, Pokhara University

- Major in Automotive Technology.
- Thesis on "Technological Advancements within the current Mechatronics Industry".

+2 Management with Computer Science

2016-2018

Santwona College

- Relevant coursework in Structural Design and Project Management.

CORE SKILLS

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| <ul style="list-style-type: none">• SEO Strategy Development• Keyword Research & Competitor Analysis• GEO (Geographical Search) Optimisation• AIO (Artificial Intelligence Optimisation)• AEO (Answer Engine Optimisation)• Technical SEO (Crawling, Indexing, Speed, Schema) | <ul style="list-style-type: none">• Content Strategy & On-page Optimisation• B2B SEO Campaigns• Data Analytics & Reporting• AI-driven Content Optimisation• Local SEO & SERP Feature Targeting |
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STRENGTHS

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| <ul style="list-style-type: none">• Analytical• Creative Problem-solving• Strong Communication | <ul style="list-style-type: none">• Proactive Learner• Multi-project Coordination• Team Collaboration |
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