

Sudip Bishwokarma

SEO & Digital Marketing

rohanbk2060@gmail.com · +977 9823010131 · Kathmandu, Nepal

Professional Focus

Building deeper expertise in off-page SEO, technical SEO, content strategy, and local SEO while strengthening a foundation in digital marketing and information technology. Current focus is practical SEO execution, stronger link-building strategy, better research process, and sustainable search visibility for businesses.

Experience

Off-Page SEO Strategist

Feb 2026 – Present · SEO & Digital Marketing

- Plan and execute off-page SEO campaigns across multiple client accounts and industries.
- Conduct competitor backlink analysis to identify relevant and realistic link-building opportunities.
- Build business listings, local citations, niche directories, and foundational business profiles.
- Create and manage Web 2.0 backlink-building campaigns to support off-page SEO strategies.
- Research guest-post opportunities and support backlink outreach and content placement campaigns.
- Research brand mentions and identify potential unlinked mention opportunities.
- Verify acquired backlinks and maintain records of link-building and citation activities.
- Work across medical, finance, retail, health, SaaS, and digital/sweepstakes niches.

Junior SEO Executive

Oct 2025 – Jan 2026 · SEO & Content

- Conducted keyword research for competitive, local, and service-based search terms.
- Wrote and optimized SEO-friendly blog content based on search intent and keyword relevance.
- Improved existing website content for search visibility, structure, readability, and engagement.
- Supported local SEO campaigns for service-based businesses.
- Conducted competitor research to identify content opportunities and potential ranking targets.
- Worked with headings, keyword placement, metadata, internal linking, and basic on-page optimization.

SEO Intern

Jul 2025 – Sep 2025 · SEO & Content

- Assisted with keyword research for local and international SEO campaigns.
- Supported content creation and basic on-page SEO implementation.
- Conducted competitor analysis and researched content opportunities.
- Developed practical knowledge of search intent, keyword placement, and fundamental ranking factors.

Core SEO Skills

On-page SEO, Off-page SEO, Local SEO, Keyword Research, Search Intent, Competitor Analysis, Backlink Analysis, Link Building, Local Citations, Business Listings, Directory Building, Web 2.0 Backlinks, Guest Post Prospecting, Backlink Outreach, Brand Mention Research, Backlink Verification, SEO Content Writing, Content Optimization, Internal Linking, Content Audits, Schema Basics

SEO Tools

Google Search Console, Google PageSpeed Insights, Rank Math, LiteSpeed Cache, Ahrefs, Ubersuggest, TechnicalSEO.com, Rich Results Test, WordPress, Make.com

Technical Foundation

HTML / CSS, Python (Basic), Java (Basic), C, SQL / DBMS, UI/UX Principles, Networking Fundamentals

Education

Bachelor of Information Technology (BIT)

Phoenix College of Management · Ongoing (6th Semester)

Relevant coursework: Computer Networking, C Programming, DBMS, Java, Python basics, UI/UX

+2 — Shikshantar Higher Secondary School, Kathmandu

Certification

Digital Marketing and SEO Certification — Digital Gurkha

Selected Client Experience

Hands-on off-page SEO work across medical, finance, retail, health, SaaS, and digital brands.

Aesthetic Aura — Medical · Nepal

Competitor research, medical directories, local citations, business profiles, brand mentions, and outreach.

Luminescence Medical — Med Spa · USA

Competitor backlink analysis, citations, directories, guest-post prospecting, outreach, and brand research.

Smokey Heads — Retail · USA

Competitor research, niche directories, citations, guest-post outreach, and link-supported content.

Nepean Mortgage — Finance · Australia

Competitor backlink research, business listings, citations, directories, Web 2.0, outreach, and brand mentions.

Capital Connections Finance — Finance · Australia

Competitor backlink analysis, citations, business listings, directories, Web 2.0, outreach, brand mentions, and backlink verification.

Bitsky — Sweepstakes · USA

Foundational profiles, niche directories, community platforms, PR opportunities, expert-source research, and link building.

OrionStars — Sweepstakes · USA

Foundational profiles, niche directories, community opportunities, PR platforms, expert-source research, and outreach.

mate.health — Health · Digital

Health directories, foundational profiles, trust platforms, review sites, and expert-source opportunities.

Grub Direct — SaaS · UK

SaaS directories, review platforms, UK business listings, citation opportunities, and B2B outreach planning.