

BARSHAD SITOULA

SEO SPECIALIST | DIGITAL MARKETER



 Dubai, United Arab Emirates
 971-502199585
 contact@barshad.com.np

+ SKILLS

Advanced SEO Optimization (On-page, Off-page, Technical and Local)

GA, GSC, GTM, Semrush, Ahref, Keyword Planner, Tools

Content Strategy,

Professional, Technical, and Leadership Skills

HTML/CSS/JS

+ LINKS

LinkedIn:

<https://www.linkedin.com/in/barshad-sitoula-02956b240/>

Personal Website:

<https://barshad.com.np>

GitHub:

<https://github.com/grees25>

+ LANGUAGES

Nepali

English

Hindi/Urdu

+ EDUCATION 2021

**BACHELOR'S IN INFORMATION
MANAGEMENT**

+ ABOUT ME

I am passionate about helping businesses grow through strategic digital marketing. With expertise in SEO, social media, content creation, AI-powered content strategies, and PPC, I deliver measurable results. I ensure that every campaign drives success and aligns with client goals.

+ WORK EXPERIENCE

- Kazix Project Management Services** MAY 2024- PRESENT
Business Bay, Dubai
SENIOR SEO LEAD
 - Built a full SEO plan with keyword mapping, silo structure, and content strategy to boost crawlability and rankings.
 - Used LLM-based content optimization to increase organic CTR by 25% and improve page relevance scores.
 - Leveraged LLM models for semantic analysis and NLP scoring, improving ranking performance across 1,000+ keywords.
- Yoddha Lab Pvt. Ltd.** MAR 2023- APR 2024
Kathmandu
SENIOR SEO LEAD | DIGITAL MARKETER
 - Driven organic traffic from 47 to 175k (GSC) over a year.
 - Led a team of 8 to launch social media campaigns that boosted engagement by 35%.
 - Performed competitor analysis and keyword audits, improving rankings across 1,000+ keywords.
- Splendour Group** FEB 2021- FEB 2023
Kathmandu
SEARCH ENGINE OPTIMIZATION SPECIALIST
 - Improved site usability, reducing bounce rate by 30% and increasing session duration.
 - Developed and executed social media strategies for 15+ clients across multiple industries.
 - Optimized enterprise websites, driving a 300% increase in organic traffic over two years.