

SARAL BAJRACHARYA

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SUMMARY

Creative and motivated BCA graduate with a strong passion for digital marketing and online communication. Skilled in social media management, content creation, SEO basics, and digital branding. Known for a positive attitude, creative mindset, strong communication skills, and eagerness to learn in a fast-paced, collaborative tech environment. Ready to contribute meaningfully while gaining hands-on industry experience.

EDUCATION

Bhaktapur Multiple Campus

Bachelor of Computer Application (BCA)

Bhaktapur, Nepal

2021 – 2025

- Developed strong communication, teamwork, and problem-solving skills through academic projects and group presentations.
- Built foundational knowledge in digital tools, web technologies, and online communication relevant to digital marketing.

PROJECTS

Digital Marketing & SEO Practice | *Self Learning*

- Learned and applied fundamentals of digital marketing including SEO basics, online branding, content strategy, and customer engagement techniques.
- Studied digital trends and consumer behavior to understand how businesses can grow their online presence effectively.

Social Media Content Creation & Audience Engagement | *Personal Learning*

- Practiced creating engaging social media content for platforms including Facebook and Instagram, focusing on audience engagement, tone consistency, and digital promotion strategies.
- Explored content planning, caption writing, and post scheduling to simulate real-world social media management.

Personal Portfolio Website – saralb.com.np | *Personal Project*

- Designed, built, and managed a personal portfolio website, gaining practical experience in web presence, content updates, and user-focused presentation.
- Applied basic SEO practices and structured content to improve discoverability and user experience.

SKILLS

Digital Marketing: SEO basics, content marketing, online branding, audience engagement, digital promotion strategies

Social Media: Facebook page management, Instagram content, post scheduling, audience interaction, message handling

Content Creation: Caption writing, content planning, visual storytelling, promotional copywriting

Technical Skills: Website management basics, Google Analytics (foundational), MS Office, Google Workspace

Communication: Proficient English and Nepali communication, customer interaction, interpersonal skills

Soft Skills: Creative thinker, positive attitude, fast learner, organized, team-oriented, calm under pressure, punctual

CERTIFICATIONS

Fundamentals of Digital Marketing – Google

2026

Covered customer engagement, digital communication, online marketing strategies, SEO, and content-focused promotion techniques.

SEO Certification – HubSpot

2026

Learned on-page and off-page SEO strategies, keyword research, search engine ranking factors, and website optimization techniques.

AI Visibility Essentials – Semrush

2026

Gained understanding of AI-driven search visibility, optimizing content for AI-powered search engines, and modern SEO trends.

Get Started Using Google Analytics – Google

2026

Learned to track website traffic, analyze user behavior, interpret key metrics, and use data insights for digital marketing decisions.

AI Fluency: Framework & Foundations – Anthropic

2026

Gained understanding of modern digital tools, AI-assisted workflows, and technology-driven communication for improved efficiency.