

ANIL ADHIKARI

DIGITAL MARKETING EXECUTIVE

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SUMMARY

E-commerce and Digital Marketing professional with hands-on experience in e-commerce operations, online marketplaces, digital campaigns, SEO, product management, and website management. Skilled in keyword research, on-page and technical SEO, sitemap and canonical optimization, and using Google Search Console to track rankings, organic traffic, and search performance. Experienced in managing online sales channels, coordinating promotional campaigns, optimizing product listings, and analyzing digital performance. Skilled at working across marketing, finance, IT, and external partners to support business growth and improve digital operations.

PROFESSIONAL EXPERIENCE

SEO EXECUTIVE – LOB STUDIO | Boudha, Kathmandu

Aug 2026 - Present

Website: <https://thangkafromlandofbuddha.com/>

- Implemented technical SEO fixes including XML sitemap creation/submission and canonical tag setup to improve crawlability and indexation on Google Search Console.
- Conducted keyword research and implemented on-page SEO improvements across product and content pages to boost organic visibility.
- Achieved 71 clicks and 2.56K impressions with a 2.8% average CTR on Google Search within a 28-day period, improving average search position to 14.
- Performed technical SEO audits covering site speed, mobile responsiveness, indexability, and metadata optimization.
- Built and monitored backlink and referral strategies to strengthen domain authority and search rankings.
- Tracked keyword rankings and organic traffic performance via Google Search Console, delivering regular reports and optimization recommendations to the client.
- Coordinated with content and design teams to align SEO best practices with overall digital marketing goals.

ECOMMERCE EXECUTIVE – MAKKUSÉ | Panipokhari, Kathmandu

Feb 2025 - April 2026

Website: <https://makkuse.store/>

- Managed day-to-day e-commerce operations including product listings, pricing, inventory, order processing, and payment tracking.
- Coordinated with Finance, Marketing, and IT teams for order reconciliation, campaigns, promotions, and system improvements.
- Planned and executed online promotional strategies, offers, and sales initiatives to improve customer engagement and revenue.
- Implemented pricing and upselling strategies that contributed to a 9% increase in average order value.
- Increased Daraz visitors by 30%, contributing to overall performance growth and a 15% increase in page views.
- Generated a 100% revenue increase on selected SKUs through Daraz Flash Sale campaigns and optimized promotional pricing.
- Managed customer retention initiatives, loyalty activities, product onboarding, and coordination with external vendors and partners.

E-COMMERCE HANDLER- WHITE FEATHERS INCORPORATION | Newroad, Kathmandu

FEB 2023 - DEC 2024

Website: <https://whitefeathersjewellery.com/>

- Managed and maintained third-party marketplaces including Daraz, Gyapu, SmartDoko, and BizBazaar.
- Coordinated with digital payment platforms including Khalti and eSewa for promotional campaigns and customer acquisition.
- Supported website improvements by monitoring industry trends, customer behavior, and competitor activities.
- Coordinated referral, affiliate, and social media initiatives to improve customer acquisition and online visibility.
- Contributed to an 80% increase in referral traffic through digital growth initiatives.
- Worked closely with internal teams and external partners to support smooth e-commerce operations.

SKILLS

- Website Management | E-commerce | Graphics
- Tigg ERP | HTML | CSS | PHP | Meta Suite
- Content Writing | SEO | Data Analytics |

EDUCATION

Bachelor in Information Management (BIM)

Thames International College | Old Baneshwor, Kathmandu | <https://thamescollege.edu.np/>

NEB

Texas International College | Mitrapark, Kathmandu | <https://texasintl.edu.np/>

PROJECT

Online Food Ordering System

- Built and maintained an online food ordering and delivery system from scratch using HTML, CSS, Javascript and PHP.
- Implemented a secure and efficient database for storing customer information, menu items and also for delivery fleet management.
- Created a user-friendly interface for customers to place orders and make payments, also added features such as real-time order tracking, order history and reviewing system.
- Improved the system performance by adding optimization techniques like lazy loading and code splitting

ADDITIONAL INFORMATION

- **Languages:** Nepalese (Native), English (Conversational)
- **Certifications:** Ecom Email Marketing Foundations
- **References:** Shalik Ram Adhikari | Founder- Rupomsha Digital