

SUBASH KAFLE

Digital Strategy & Performance Marketing Specialist

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PROFILE

Digital strategy and marketing analytics professional with 4+ years of experience spanning SEO, paid media, marketing technology, and data-driven reporting. I translate search, website, CRM, and campaign signals into clearer strategies and measurable improvements.

SELECTED RESULTS

35%+ organic traffic growth over 18 months • 20%+ reduction in average CPC — both at Golchha Group.

PROFESSIONAL EXPERIENCE

Digital Strategy Data Specialist

Nov 2025 – Present

National Minority Quality Forum (NMQF) | Remote, Washington, DC

- Use GA4, GTM, Search Console, CRM, paid media, and social listening to evaluate audience and campaign performance.
- Build Looker Studio dashboards, improve SEO and landing pages, and support campaign tracking, testing, and attribution.
- Translate aggregate performance data into reporting and practical digital strategy recommendations.

Digital Marketing Intern → Full-Time Promotion

Apr – Sep 2025

National Minority Quality Forum (NMQF) | Washington, DC

- Supported paid campaign execution, SEO analysis, web optimization, and cross-campaign reporting.
- Contributed to Looker Studio dashboards, HubSpot list management, and email performance analysis.

Assistant Digital Marketing Manager

Jan 2021 – Jul 2023

Golchha Group | Kathmandu, Nepal

- Improved organic website traffic by 35%+ over 18 months through technical SEO, content strategy, and link acquisition.
- Reduced average CPC by 20%+ through audience segmentation, keyword optimization, and ongoing campaign adjustments.
- Built HubSpot and Marketo automation workflows and executive analytics reporting.

Digital Marketing Manager

Aug 2019 – Jan 2021

Kangaroo Education Foundation | Kathmandu, Nepal

- Built a digital marketing function covering SEO, PPC, social media, email, website content, and lead generation.
- Used funnel and website behavior data to improve landing pages and digital inquiry paths.

TOOLS & SPECIALTIES

Measurement: Google Analytics 4, Google Tag Manager, Search Console, Looker Studio, Tableau, Excel, Meltwater.

Marketing: Google Ads, Meta Ads, LinkedIn Ads, Bing Ads, SEMrush, Ahrefs, Moz, HubSpot, Marketo.

Web: WordPress, HTML, CSS, JavaScript, technical SEO, schema, landing pages, conversion optimization.

EDUCATION & CREDENTIALS

M.S., Information Technology — Washington University of Science and Technology (2024–2025), GPA 3.97/4.0, Presidential List Honoree.

B.S., Information Management — Tribhuvan University (2016–2021).

Google Analytics · Campaign Manager 360 · AI-Powered Performance Ads · HubSpot Inbound Marketing · HubSpot Content Marketing.