SUBASH KAFLE

DIGITAL MARKETING | ANALYTICS | SEO & PAID MEDIA

El Paso, TX | (314) 215-7578 | subashkafle226@gmail.com
linkedin.com/in/subashkafle | subashkafle.com

PROFESSIONAL SUMMARY

Digital marketing and analytics professional with 4+ years of experience in SEO, paid media, audience research, CRM, and website performance. Skilled at turning campaign, search, and customer data into actionable insights through dashboards, reporting, and testing. Background in public-health communications, marketing automation, and WordPress development.

CORE SKILLS

Analytics & reporting: GA4, Google Tag Manager, Google Search Console, Looker Studio, Tableau, Excel, Meltwater

Paid media & SEO: Google Ads / Ad Grants, Meta Ads, LinkedIn Ads, Bing Ads, SEMrush, Ahrefs, Moz, technical SEO, CRO

CRM, email & advocacy: HubSpot, Marketo, Constant Contact, Mailchimp, VoterVoice, segmentation, automation

Web & creative: WordPress, HTML, CSS, JavaScript, schema markup, Adobe Creative Suite, Canva

PROFESSIONAL EXPERIENCE

Digital Strategy Data Specialist

Nov 2025 - Present

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

- Analyze website, search, CRM, and campaign data to identify audience trends and recommend improvements to targeting, messaging, and digital outreach.
- Plan, manage, and optimize digital campaigns across Google Ads, Meta Ads, and LinkedIn; use creative and audience testing to inform performance decisions.
- Build weekly Looker Studio dashboards and reports covering traffic sources, conversions, search visibility, engagement, and campaign outcomes for internal stakeholders.
- Improve WordPress sites and landing pages through keyword research, on-page and technical SEO, metadata, structured data, and user-experience updates.
- Configure and validate GA4 / Google Tag Manager tracking, conversion events, campaign URLs, forms, and pixels to support reliable attribution and reporting.
- Support CRM, email, and advocacy workflows in HubSpot, Constant Contact, and VoterVoice; communicate performance insights to communications teams and leadership.

Digital Marketing Intern

Apr 2025 - Sep 2025

National Minority Quality Forum (NMQF) | Washington, DC

- Supported paid media across Google Ads, Meta Ads, LinkedIn, and Google Ad Grants, including targeting updates, creative rotation, and campaign monitoring.
- Built Looker Studio dashboards and reviewed GA4, Search Console, SEMrush, and Meltwater data to surface campaign and SEO opportunities.
- Assisted with HubSpot contact lists, audience segmentation, email reporting, website updates, and landing-page optimization.

Assistant Digital Marketing Manager
Jan 2021 - Jul 2023

Golchha Group | Kathmandu, Nepal

- Managed Google, Facebook, and Bing paid-media campaigns, optimizing bids, keywords, audiences, and budgets; reduced average cost per click by at least 20%.
- Increased organic traffic by at least 35% over 18 months through SEO audits, content strategy, link acquisition, and site improvements.
- Conducted search and competitor research using Ahrefs, Moz, SEMrush, Google Search Console, and Google Analytics to guide digital strategy.
- Built HubSpot and Marketo nurturing workflows and monthly executive reporting to support marketing decisions and customer engagement.

Digital Marketing Manager
Aug 2019 - Jan 2021

Kangaroo Education Foundation | Kathmandu, Nepal

- Developed digital marketing capabilities spanning PPC, SEO, email, social media, website content, and lead generation.
- Used funnel analysis, site behavior, and conversion-rate optimization to identify drop-offs and improve landing pages and inquiry forms.
- Coordinated cross-channel content and digital campaigns while prioritizing high-impact improvements within limited budgets.

EDUCATION

M.S., Information Technology 2025

Washington University of Science and Technology | Alexandria, VA

GPA: 3.97 / 4.00 | Presidential List Honoree

B.S., Information Management 2021

Tribhuvan University | Kathmandu, Nepal

CERTIFICATIONS

Google: Google Analytics, Campaign Manager 360, AI-Powered Performance Ads

HubSpot: Inbound Marketing, Content Marketing