

# Prabha Shrestha

Nepal

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## Digital Marketing Freelancer | Data Specialist | BBA Graduate

BBA graduate from Nepal with 4+ years of professional experience as a Data Specialist at Sprout Technology Service Pvt. Ltd., operating for CloudFactory USA. Skilled in digital marketing, business growth, lead generation, communication, SEO, content marketing, email marketing, media ads, and data-driven problem solving.

## EXPERIENCE

### Data Specialist

Sprout Technology Service Pvt. Ltd. (CloudFactory Nepal / USA) | October 2020 - January 2025

Worked under CloudFactory's operational framework serving international projects based in the USA.

- Handled data processing and management while maintaining accuracy and confidentiality.
- Supported project coordination, quality assurance, output tracking, and delivery requirements.
- Managed spreadsheet and database work with attention to consistency and detail.
- Collaborated with teams to solve workflow issues and meet project standards.

## EDUCATION

### Bachelor of Business Administration

Completed in 2023 | Nepal

Business, marketing, communication, research, strategy, and analytics foundation.

## CERTIFICATIONS & PROGRAMS

- Academic Writing Certification
- Digital Marketing Learning & Training
- Streeshakti Program, focused on women in the energy sector and leadership development

## DIGITAL MARKETING EXPERTISE

Lead Generation

Social Media Marketing

Email Marketing

Meta Ads

SEO

Content Marketing

Branding Strategy

Audience Research

Content Planning

Copywriting

## SKILLS

Communication Skills

Strategic Thinking

Problem Solving

Microsoft Office

Data Analysis

Spreadsheet Management

Research Skills

Academic Writing

Team Collaboration

Critical Thinking

Digital Marketing

SEO

Content Creation

Social Media Strategy

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## LANGUAGES

English: Professional | Nepali: Native | Hindi: Conversational