SASHANK
PAUDEL

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OBJECTIVE

To leverage my technical expertise and passion for innovation in a dynamic environment, where I can contribute effectively, acquire new skills, and align my personal and professional growth with organizational goals.

EDUCATION

B.Sc. CSIT | Kathmandu College of Technology (T.U)
2019 – 2023 A.D
Percentage – 70.05%

+2/Intermediate | Pinnacle Academy
2017 – 2019 A.D
CGPA – 2.96

SEE | Blue Bird School
2017 A.D
GPA – 3.15

EXPERIENCE

Freelance Content Creator | Self-Employed
OCT 2022 – PRESENT
- Writing engaging content for informational websites, enhancing user experience and accessibility.
- Designing eye-catching images for social media and blog posts using Canva and Figma.
- Creating high-quality content across various platforms to drive engagement and traffic.
- Developing websites using WordPress, ensuring responsive design and user-friendly functionality.

Content Marketing Associate | Bajra Technologies Pvt. Ltd.
OCT 2023 – AUG 2024 A.D
- Developed and executed SEO strategies, improving rankings and web traffic.
- Created and managed diverse content, including blogs, website content, ASO materials, and documentation.
- Handled social media campaigns, achieving milestones like 10K downloads in a week.
- Conducted competitor analysis and collaborated on Meta and Google Ads campaigns.
- Contributed to project documentation and innovative content on AI and tech trends.
- Executed cold email marketing campaigns, enhancing outreach and engagement.

Content Writer (Remote) | Hansikar Technologies
MAR 2022 – APR 2024 A.D
- Wrote news articles on trending topics, celebrities, and sports.
- Conducted thorough research to ensure accuracy and relevance.
- Utilized SEO strategies to optimize content for maximum reach.

Content Writer (Remote) | KPO & Company
JULY 2021 – FEB 2022 A.D
- Developed engaging news articles on trending topics, celebrities, and sports.
- Crafted unique and compelling content with a focus on audience interest.
- Optimized articles using SEO strategies for better visibility and reach.

TECHNICAL SKILLS
- **Programming & Development:** Python, Django Framework, JavaScript, HTML, CSS, WordPress
- **Artificial Intelligence:** Machine Learning, Computer Vision, Generative AI
- **AI/ML Tools:** CNN, Pandas, NumPy, TensorFlow, Keras, NLP, Data Visualization
- **SEO & Digital Marketing:** Content Strategy, Content Creation, SEO Optimization, Social Media Management, Keyword Research
- **Software & Tools:** Git/GitHub, VS Code, HubSpot, Canva, Figma, Google Analytics, Google Search Console, Office Package
- **Cloud & Hosting:** Web Hosting, Site Management
- **Collaboration & Communication:** Discord, Scrum, Microsoft Teams, Zoom, Outlook, Trello

ACHIEVEMENTS
- Machine Learning Using Python Certification by SkillUp
- Machine Learning Certification Course by Kathmandu College of Technology
- Career Essentials in Generative AI by Microsoft and LinkedIn
- Python with Django Certification Course by Kathmandu College of Technology
- Web Development Certification Course by Kathmandu College of Technology
- Content Marketing Certification by HubSpot Academy
- Google Analytics Certification Course by Google
- Fundamentals of Digital Marketing Course by Google
- The Complete SEO and WordPress Course by Udemy
- Digital Marketing Fundamentals Masterclass Certification by IIDE

PROJECTS
- **Satellite Image to Map Generation using GAN | Pix2Pix Framework**
  - Utilized the Pix2Pix framework to transform satellite images into detailed map representations using Generative Adversarial Networks (GANs).
- **Emotion-Based Music Recommendation System**
  - Developed a system that detects emotions using CNN and Haar Cascade algorithms to recommend music through integration with the Spotify API.
- **Plagiarism Detection System**
  - Created a plagiarism detection system based on cosine similarity for local text comparison, in integration with Google's Custom Search API for web-based content comparison.

- **E-commerce Website Development | WordPress**
  - Developed a fully functional e-commerce website Canbro Skincare using WordPress, ensuring responsive design and user-friendly interface.

KEY STRENGTHS

- Technical Proficiency
- Creative Problem-Solving
- Effective Communication

- Adaptability & Continuous Learning
- Collaboration & Teamwork
- Attention to Detail