

# BIJAYA NEUPANE

PERFORMANCE MARKETING SPECIALIST · Paid Social & Lead Generation

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**3,000+**

international travel leads generated

**~\$1.50**

avg. cost per lead (6+ markets)

**11.4M+**

Meta ad impressions managed

## PROFILE

Performance marketer with 5 years across paid media, lead generation, and growth, progressing from intern to marketing lead. Specialized in **high-volume, low-cost lead generation** on Meta and Google — generated **3,000+ travel inquiries (form-fill leads and messaging conversations) at roughly \$1.50–1.90 per lead** across SE Asia, Europe, and inbound-tourism markets. Own campaigns end-to-end: creative ideation, launch, optimization, and post-lead analysis through sales handoff. Strong record of turning small budgets into outsized, conversion-tracked results for SMB clients.

## SELECTED PAID-MEDIA PERFORMANCE

- **3,000+ international travel leads** via Meta lead-gen for a Nepal-based travel agency — incl. **1,175 leads at \$1.68 CPL (Vietnam), 1,164 at \$1.48 (Thailand), 756 at \$1.86 (Maldives)** — across 6+ markets, owned from ideation to sales handoff.
- Managed **11.4M+ Meta impressions across campaigns** and delivered **1.59M impressions at \$0.02 CPC** on a Google display campaign — efficient budget scaling and creative testing at volume.
- Ran a conversion-tracked Google Search campaign at **\$1.95 cost-per-conversion** on competitive “digital marketing course” keywords, with landing-page lead forms tracked end-to-end as conversions.
- Scaled a single testimonial-video campaign to **4.5M impressions / 2.06M reach for ~\$164 total spend** — outsized reach from a minimal budget, exactly the efficiency SMB clients need.

## EXPERIENCE

**Growth, Performance & CRM Lead** | Zeta Tours & Travels (Gomayu / Uncover Nepal) Jan 2025 – Present

*Nepal-based travel agency operating two brands: Gomayu (outbound — Nepalis travelling abroad) and Uncover Nepal (inbound — international tourists).*

- Own end-to-end paid acquisition across Meta and Google for both brands — generated **3,000+ qualified travel inquiries** at **~\$1.50–1.90 per lead** across Vietnam, Thailand, Bali, Maldives, and European audiences.
- Built and ran multi-market lead-gen funnels (form-fill + WhatsApp/Messenger), then analyzed lead quality post-handoff to tighten targeting and lower cost-per-qualified-lead.
- Designed and implemented **Zoho CRM from scratch** — lead, contact, and deal modules with campaign, source, and destination attribution — aligning marketing output with the sales pipeline.

**Marketing Strategist — Performance, SEO & Education Ops** | Digital Gurkha Apr 2021 – Dec 2024

*Joined as an intern; progressed through performance, agency, and education leadership roles over ~4 years.*

- Ran Meta and Google campaigns across the agency client base — **11.4M+ cumulative impressions** on the core account; scaled a single testimonial-video campaign to **4.5M impressions / 2.06M reach for ~\$164 total spend**.
- Managed paid + organic for an **Australian Shopify e-commerce client** and restaurants, consultancies, and education clients — direct experience serving international (AU) accounts.

- Led the education department (team of 5) and recovered declining enrollments by rebuilding ad concepts, sales scripts, and a 6-touch follow-up system; delivered **2,000+ hours** of hands-on marketing training.

## **SEO & CONTENT (SECONDARY SPECIALIZATION)**

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- Ranked a Nepal medical client (Folliderm) **#1 for “laser hair removal price in nepal”** and top-2 for “hair transplant in kathmandu” — competitive, commercial-intent keywords.
- Grew an **Australian e-commerce store from 0 to 365 organic clicks in 3 months** (2–4x month-over-month); built another site to **452K impressions at 5.1% CTR**.
- Planned and scripted video content including a **150K-view** piece; co-led the Katha Kura YouTube project to **685K+ views and 8,400+ subscribers**, monetized within 3 months.

## **SKILLS & TOOLS**

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**Paid Media:** Meta Ads Manager, Google Ads (Search, Display, Video, Retargeting), Lead Generation, CPL/ROAS Optimization, A/B & Creative Testing, Budget Scaling

**Tracking & Analytics:** GA4, Google Tag Manager, Conversion Tracking, Campaign & Funnel Attribution, Performance Reporting

**SEO & Web:** Keyword Research, On-page & Technical SEO, Content Strategy, WordPress, Shopify

**Systems:** Zoho CRM, MailerLite (Email/SMS), Sales Pipeline Design, Team Leadership

## **EDUCATION & LANGUAGES**

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**Bachelor of Business Studies (BBS)** — Tribhuvan University

*2020 – 2024*

**Languages:** English (Professional) · Nepali (Native) · Hindi (Conversational)

# BIJAYA NEUPANE

Performance Marketing — Proof Pack & Case Evidence

Supporting evidence for my CV. Every figure is taken directly from live Google Search Console, Meta Ads Manager, and Google Ads dashboards. Account currency displays in USD/AED because the ad account is UAE-registered; the client is a Nepal-based travel agency (Gomayu / Uncover Nepal brands).

## 1 Paid Media & Lead Generation

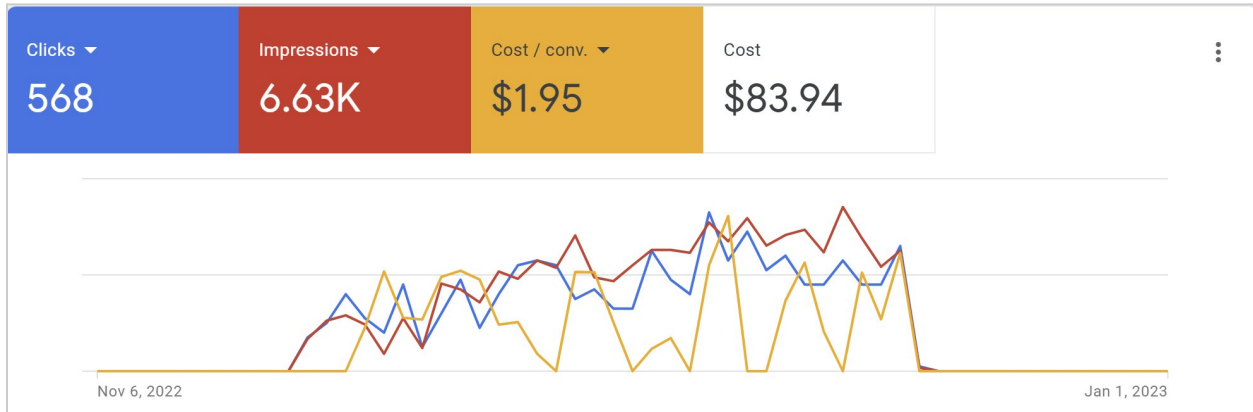
### 11.4M total impressions across Meta campaigns for ~\$870 total spend

Meta Ads Manager — campaign & ad-set breakdown. Lead testimonial campaign: 4.5M impressions / 2.06M reach for \$164; individual video ad sets ~\$41 each.

Campaign name	Ad Set Name	Reach	Impressions	Frequency	Amount spent
Testimonial Ad	All	2,066,203	4,510,961	2.18	\$164.56
	Testimonial Video Ad - Vid...	963,478	1,182,887	1.23	\$41.47
	Testimonial Video Ad - Vid ...	1,054,078	1,198,660	1.14	\$41.35
	Testimonial Video Ad - Nik...	1,056,913	1,180,895	1.12	\$41.17
	OFF - Testimonial Video A...	426,255	445,601	1.05	\$20.36
	OFF - Testimonial Video A...	355,117	355,117	1.00	\$14.71
	OFF - Testimonial Video A...	147,801	147,801	1.00	\$5.50
DG Hiring Ads	All	1,228,980	2,129,011	1.73	\$81.13
	Hring Ad Set	1,228,980	2,129,011	1.73	\$81.13
DG - Dashain Offer Course	All	248,363	593,181	2.39	\$70.93
	New Traffic Ad Set	236,721	574,222	2.43	\$62.72
	Message Ads	14,472	18,959	1.31	\$8.21
<b>Total results</b> 80 / 80 rows displayed		<b>4,064,516</b> Accounts Center acco...	<b>11,427,508</b> Total	<b>2.81</b> Per Accounts Center...	<b>\$870.49</b> Total spent

## \$1.95 cost-per-conversion on competitive 'digital marketing course' search terms

Google Ads — Search campaign (568 clicks / 6.63K impr / \$83.94). Landing-page lead forms tracked end-to-end as conversions.



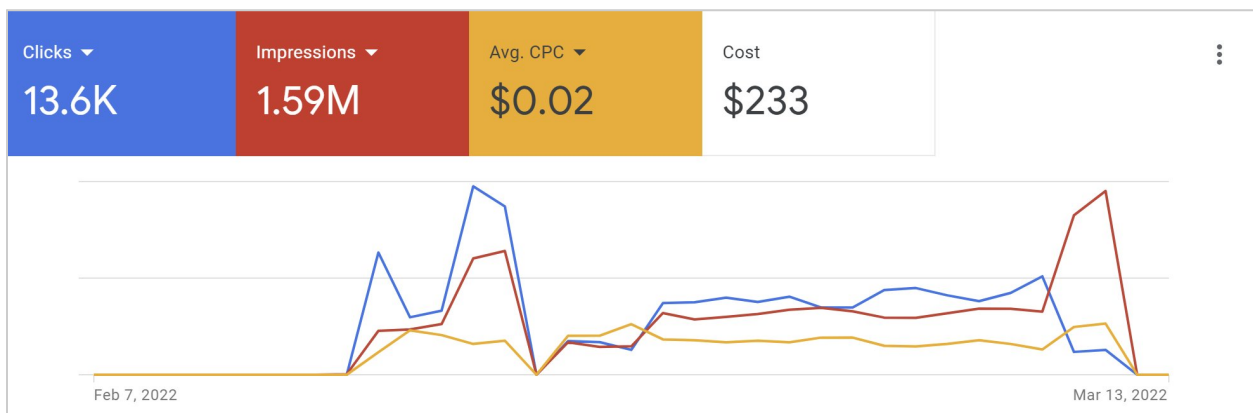
## Keyword-level efficiency — tracked conversion events per search term

Google Ads — cost, clicks, and conversions by keyword.

Summary of how your keywords are performing			
	Cost	Clicks	Events Digi...
● "digital marketing course"	\$32.44	198	21.00
● "digital marketing course in nepal"	\$22.39	127	13.00
● "digital marketing training"	\$19.31	176	4.00
● "learn digital marketing"	\$6.63	38	5.00
● "online marketing training"	\$1.67	17	0.00

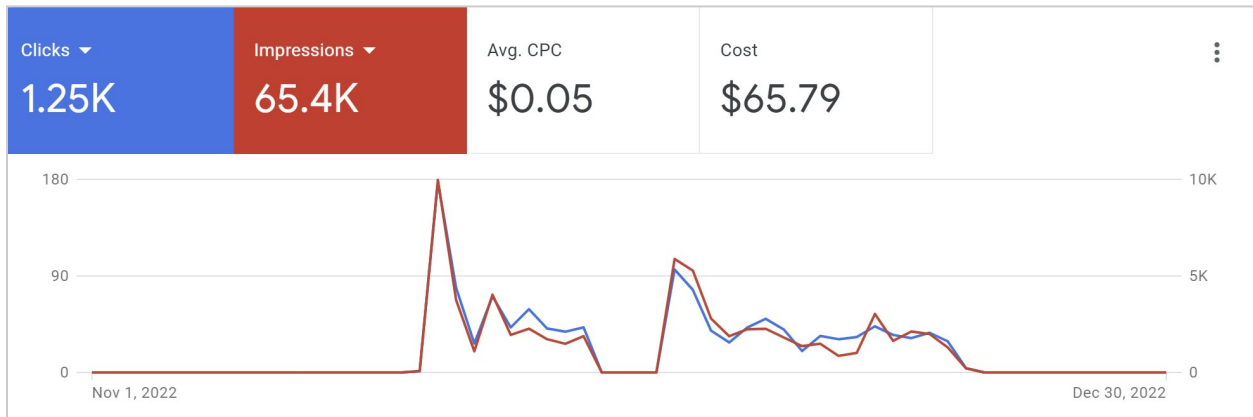
## 1.59M impressions at \$0.02 CPC on a high-volume display campaign

Google Ads — Display (13.6K clicks / 1.59M impr / \$233). Sub-cent-class cost efficiency at scale.



## \$0.05 CPC on a course-promotion display campaign

Google Ads — Display (1.25K clicks / 65.4K impr / \$65.79).



## Tested paid social on my own e-commerce store: 1.27M reach for \$39.51

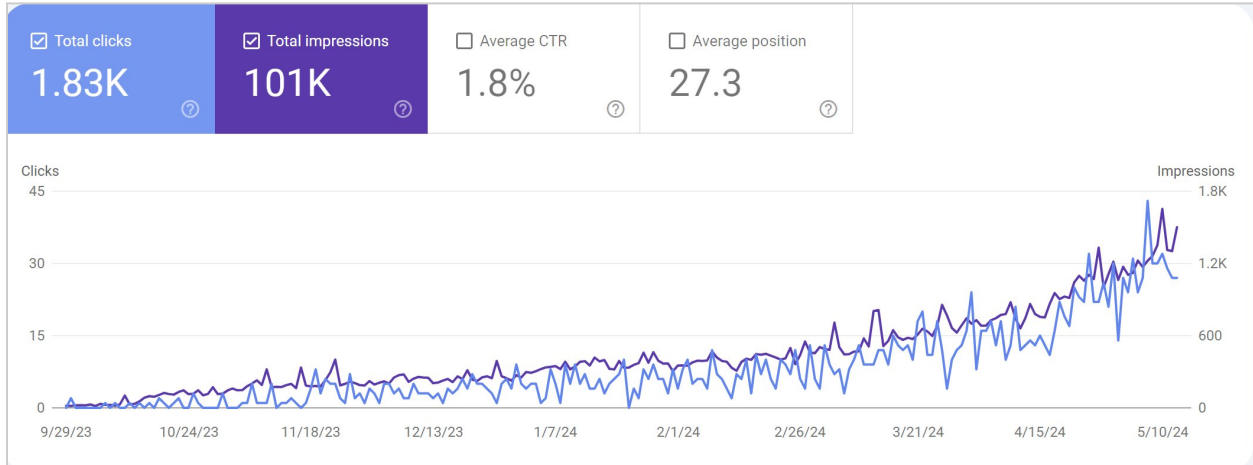
Meta Ads Manager — self-funded test account (1.34M impressions). Hands-on operator, not just a manager.

Account name ▾	Reach ▾	Impressions ▾	Frequency ▾	Amount ↓ spent ▾
DG Ad Account 2023	1,273,072	1,336,211	1.05	\$39.51
<b>Total results</b> 1 / 1 row displayed	<b>1,273,072</b> Accounts Center acco...	<b>1,336,211</b> Total	<b>1.05</b> Per Accounts Center...	<b>\$39.51</b> Total spent

## 2 SEO & Organic Growth

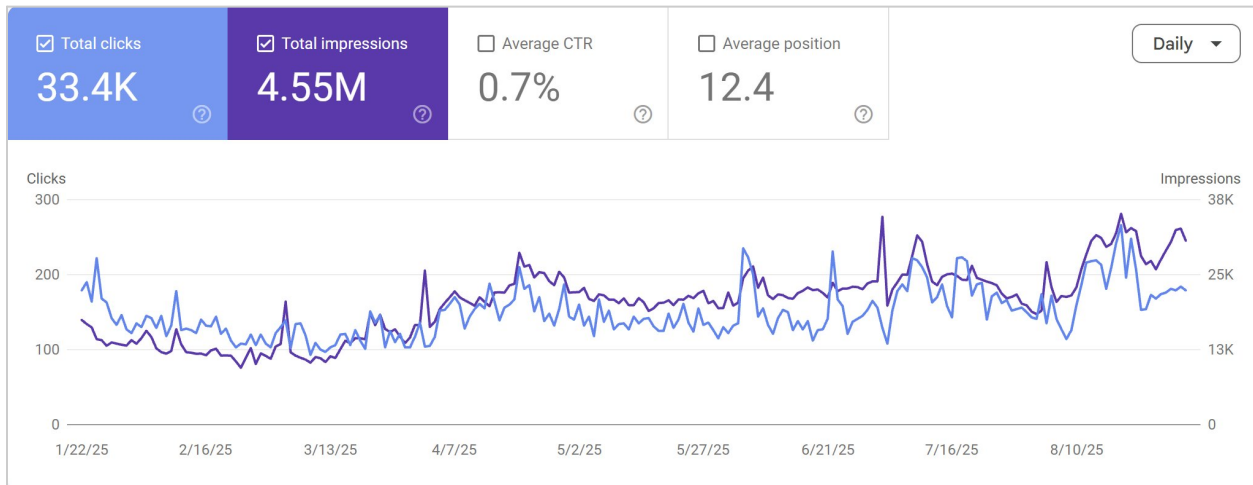
### Built a site from near-zero to 1.83K clicks / 101K impressions over ~19 months

Google Search Console — clean compounding organic-growth curve (Sept 2023 – May 2024). Avg position improved to 27.3, CTR 1.8%.



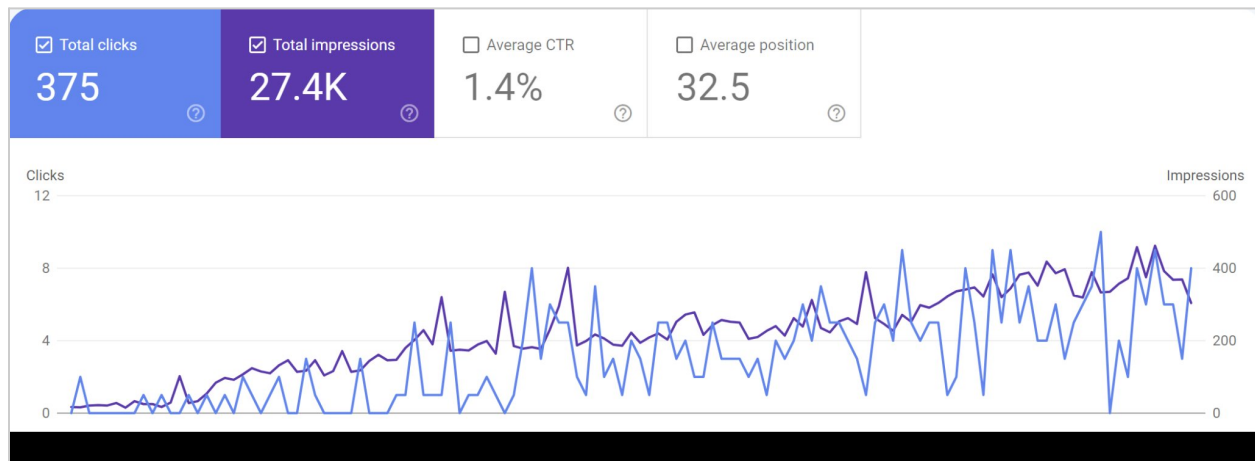
### Managed a site at scale: 33.4K clicks / 4.55M impressions, trending up

Google Search Console — ~8 months, avg position 12.4.



## Third growth example: 375 clicks / 27.4K impressions, same upward shape

Google Search Console — consistent organic growth on a smaller property (avg position 32.5).



### 3 Context & Defensibility

#### My role

I owned these campaigns end-to-end — ideation, creative direction, launch, optimization, and post-lead analysis after handoff to sales. Not a support role.

#### On 'leads'

Travel lead totals combine form-fill leads and qualified messaging conversations (WhatsApp / Messenger). I distinguish the two and can break down the split per campaign.

#### Currency & geography

UAE-registered ad account (USD/AED display); Nepal-based client running campaigns across Vietnam, Thailand, Bali, Maldives, and European audiences — genuine cross-border lead generation.

#### Verification

All screenshots are from live platform dashboards and can be walked through over screen-share.