

RAVI SODARI

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PROFESSIONAL SUMMARY

Recent Master of Information Technology graduate (results pending, July 2025) with hands-on experience in digital marketing, web development, and IT support. Demonstrated ability to deliver effective marketing campaigns, manage social media, and create engaging content using modern tools and platforms. A quick learner and team player eager to contribute to a Melbourne-based company.

EDUCATION

Master of Information Technology (Expected July 2025)

La Trobe University, Melbourne, VIC

Bachelor of Information Technology

Herald College Kathmandu, Nepal (2021)

TECHNICAL SKILLS

- **Programming & Web:** HTML, CSS, Python, Django, WordPress, Bootstrap
 - **Digital Marketing:** SEO, SEM, Facebook Ads, Google Ads, Social Media Campaigns
 - **Design & Tools:** Adobe Photoshop, Illustrator, Video Editing, OBS, Zoom
 - **Office & Productivity:** Microsoft Office Suite, Google Workspace
 - **Other:** Content Writing, ChatGPT Prompt Engineering
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CERTIFICATIONS

- Digital Marketing – Google Digital Garage
- Web Development – IT Training Nepal
- Photoshop & Video Editing – Digital Gurkha

PROJECT EXPERIENCE (La Trobe University): 2023-2025

Costa Civil App – Industry Development Project

- Developed a cross-platform mobile application using Flutter.
- Delivered a detailed project report covering design, development, and testing phases.

Mental Health App – Mobile Application Project

- Designed and built a mobile app using JavaScript and React Native to promote mental well-being.

Web Application – IT Fundamentals Project

- Created a functional website using HTML, CSS, and PHP focused on responsive design.

AI & Algorithms Projects

- Explored AI tools and algorithm designs as part of core coursework.
- Developed a ray tracer application using C++ for software development practice.

Project Management & Entrepreneurship

- Learned agile project management tools and techniques.
- Studied IT entrepreneurship and business strategies.

WORK EXPERIENCE

Digital Marketer & Social Media Manager

Mero School, Kathmandu, Nepal | Nov 2022 – Jul 2023

- Developed and managed digital marketing campaigns (Facebook/Google Ads) to drive brand awareness and website traffic
- Designed engaging graphics and promotional materials using Adobe Photoshop and Illustrator
- Improved SEO and optimized content for better search ranking
- Analysed campaign performance, conducted A/B testing, and reported on ROI

- Managed multiple social media accounts and increased engagement rates

IT Specialist & Digital Marketer

Miracle Academy, Kathmandu, Nepal | Mar 2020 – Nov 2022

- Managed digital marketing strategies and created content for social media platforms
- Provided IT support, coordinated live online classes via Zoom, and handled data management
- Designed and edited videos for marketing purposes
- Supported business communication using bulk SMS and WhatsApp
- **Website Development Project:** Designed and developed a WordPress site for a small business client, integrating SEO best practices and user-friendly navigation.
- **Social Media Campaign Analysis:** Used data analytics to improve ad performance and engagement for a client's Facebook and Google Ads campaigns.

Digital Marketing Assistant

Aliteq, Kathmandu, Nepal | Dec 2018 – May 2019

- Assisted with digital marketing campaigns and product promotions on social media
 - Created graphics and managed Facebook page content
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LANGUAGES

- English (Fluent)
 - Nepali (Fluent)
 - Hindi (Conversational)
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WORK RIGHTS

Full working rights in Australia upon completion of Master's degree.
