

JAIDIP SUBEDI (JD)

Growth Marketer | SaaS Acquisition | CRO and Analytics | SEO Specialist

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Growth marketer with strong ownership experience in driving acquisition, engagement, and revenue growth for SaaS and ecommerce brands. Skilled in scaling product-led funnels, designing high-impact A/B tests, crafting targeted email lifecycle journeys, and improving paid and organic channels. Thrives in cross-functional collaboration, mentoring teams, and building frameworks that scale. Obsessed with transforming imperfect data into unstoppable growth.

Core Competencies

Growth Strategy Development • Funnel Optimization (AARRR) • CRO and Experimentation • Email Automation and Campaigns • Content and SEO at Scale • PPC Management and Retargeting • Analytics and Data Insights • Outbound and Affiliate Campaigns • Copywriting Review and Messaging • Competitive Research and GTM Positioning • Team Leadership and Mentorship • WordPress Admin Expertise

Tools: GA4, GSC, Ahrefs, Semrush, Screaming Frog, Clearscope, Meta Ads Manager, Google Ads, HubSpot CRM, Mailchimp, Hotjar, Microsoft Clarity, WordPress

Professional Experience

Growth and SEO Manager

UPTIFI SEO AGENCY (CO-OWNED), Kathmandu, NP

August 2023–February 2025

- Increased revenue up to 150 percent YoY for ecommerce clients by optimizing landing pages, cart funnels, and acquisition channels.
- Designed and executed SaaS growth strategy including onboarding improvements, lifecycle email nurturing, and conversion-focused SEO.
- Boosted high-intent organic traffic by up to 70 percent and improved trial-to-paid conversions by 25 percent through A/B testing.
- Built actionable GA4 analytics dashboards to reduce CAC, improve ROI, and train interns for higher operational efficiency.

Digital Growth Marketer

MANGOBYTE DIGITAL, Kathmandu, NP

December 2021–Present

- Launched SEO, PPC, and email campaigns driving consistent pipeline growth and improved lead-to-client conversions.
- Managed writers, designers, and developers to implement scalable content and growth systems across multiple brands.
- Improved ROAS using audience insights, segmentation, and continuous optimization in Google and Meta Ads.
- Strengthened brand positioning through data-backed messaging, audience research, and aligned influencer outreach.

Faculty Lecturer (Digital Marketing)

PATAN COLLEGE FOR PROFESSIONAL STUDIES (PCPS), Lalitpur, NP

January 2023–May 2024

- Trained students to design and scale Meta Ads campaigns using performance analytics and attribution modeling.
- Taught digital marketing strategies with direct use cases from SaaS growth environments.
- Provided mentorship in campaign execution, landing page optimization, and audience targeting for real businesses.
- Improved practical learning by integrating the latest paid and organic acquisition trends into curriculum.

Selected Project Impact

Ecommerce Clients (USA & Nepal)

Delivered up to 150 percent revenue growth through CRO enhancements, funnel fixes, and targeted SEO scaling.

Tigg App (Nepal)

Increased user activation and improved onboarding experience through SEO-led demand generation and funnel optimization.

TagMyFav (Global SaaS Product)

Generated 450 signups in 30 days through segmented email automation and improved onboarding flow.

Shop Home Med (USA - Medical Ecommerce)

Achieved a 60 percent increase in high-intent organic sessions with strategic content and technical SEO improvements.

The Himalayan Co. (Canada - Ecommerce)

Enhanced checkout conversion engagement and expanded search visibility through targeted optimization.

Portfolio and KPI breakdown available on request.

Education

TRIBHUVAN UNIVERSITY, Kathmandu, NP

2022 to 2026

Bachelor of Arts: Journalism and Sociology

SARASWATI HIGHER SECONDARY SCHOOL, Kathmandu, NP

2016 to 2018

Intermediate in Journalism and Sociology

Additional

- Experienced operating in remote, cross-functional teams across global time zones.
- Adept at translating data into clear decisions that drive measurable user and revenue growth.
- Proven ability to optimize user journeys from acquisition to retention using analytics insights.
- Strong understanding of WordPress marketing ecosystems including plugin funnels and activation flows.
- Tech-savvy marketer skilled in building scalable processes, growth systems, and documentation.
- Thrives in high-ownership environments where speed, creativity, and experimentation fuel success.