



Rakshanda THAPA

GRAPHIC DESIGNER | SOCIAL MEDIA DESIGNER | DIGITAL MARKETER
BRAND DESIGNER | SEO EXPERTISE

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Portfolio: rakshaportfolio.in

PROFILE SUMMARY

Creative and detail-oriented Graphic Designer and Digital Marketing enthusiast with hands-on experience in social media design, branding, SEO, and content creation. Passionate about delivering visually appealing designs and effective digital strategies that help brands grow and connect with audiences.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Coral Draw
- Logo Design
- Packaging Design
- Web Design
- WordPress (Without HTML)
- CapCut
- Social Media Design
- Brand Design
- Digital Marketing
- SEO (On Page & Off Page)

EDUCATION

- Hashtag Digital Marketing Institute
Digital Marketing Course
2026
- Graphic Era Hill University
Bachelor of Applied Arts
2021 – 2025
- Universal Academy
Intermediate (12th)
2020 – 2021

LANGUAGES

- Hindi
- English

EXPERIENCE (INTERNSHIPS)

- Graphic Designer Intern – Kolor Spot Digital Marketing Agency** 3 Months
 - Learned social media handling, content creation, and graphic design for client campaigns.
 - Assisted in designing social media posts, reels, and promotional creatives. (With Stipend)
- Digital Marketing Intern – Digital Marketing Agency** 3 Months
 - Learned off-page SEO, backlinks, profile creation, Pinterest management, and social media handling.
 - Helped in improving brand visibility and engagement through effective strategies. (With Stipend)
- Digital Marketing Intern (Training) – Hashtag Digital Marketing Institute** 3 Months
 - Gained hands-on experience in on-page SEO, off-page SEO, blog writing, WordPress, and other backlink strategies.
 - Learned and implemented digital marketing techniques for live projects.

PROJECTS

- Social Media Reels & Posts**
 - Designed engaging reels and posts for various brands to increase audience engagement and reach.
- Off Page Backlinks – Dayara Bugyal**
 - Created and executed off-page backlink strategies for Dayara Bugyal to improve search engine visibility.
 - PDF Submission
 - Blog Post
 - Bookmarking
 - Profile Creation
- Profile Creation – Hashtag Digital Marketing Academy**
 - Designed and managed social media profiles to build brand awareness and establish a strong online presence.
- On Page Blog – WordPress**
 - Created and optimized on-page SEO blog on WordPress for Hashtag Digital Marketing Academy.

CERTIFICATION

Digital Marketing Certification
Successfully completed a comprehensive Digital Marketing Course and training program at Hashtag Digital Marketing Institute (2026).

ACHIEVEMENTS

- Successfully completed 3 internships in the field of Digital Marketing.
- Gained practical exposure in SEO, Social Media Management, WordPress, and Branding.
- Consistently met project deadlines and delivered quality work.

INTERESTS

- Sketching
- Cooking
- Exploring New things
- Photography