

# Introduction

**Aelin Hyoju**

**Business Development/ Marketing & Sales**

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# About Me

- **Business-Focused**

*Results-driven with experience in product marketing, CRM, and growth strategy*

- **◆ Tech-Savvy**

*Strong technical understanding of network systems and streaming platforms*





- **◆ Client-Centered**

*Expertise in managing relationships and delivering tailored solutions*





- **◆ Strategic & Creative**

*Combining innovation and data to drive business development*

# Core Strengths






-  **Collaborative Mindset**  
*An efficient team player with strong interpersonal skills*
-  **Time-Smart**  
*Excels at managing time and making thoughtful decisions*
-  **Quick to Adapt**  
*A fast learner who's open-minded and flexible in dynamic settings*
-  **Clear Communicator**  
*Confident presenter and effective in client conversations*

# Skills & Tools

-  **Office 365 Proficiency**  
*Word, Excel, PowerPoint, Teams, Planner, Yammer*
-  **Marketing & Communication**  
*Strategic messaging, branding, outreach & campaigns*
-  **Business Development & Sales**  
*Client acquisition, revenue growth, negotiation*
-  **Technical Know-How**  
*CRM systems, network support, streaming platforms*




# Co-Founder – Brand Image Pvt. Ltd. (2021–Present)

Role – Business Director/ Cofounder



-  **Strategic Planning**  
*Shaping the agency's direction with long-term vision and goal alignment*
-  **Business Development**  
*Identifying growth opportunities, pitching clients, and driving revenue*
-  **Client Management**  
*Overseeing accounts and ensuring top-tier client satisfaction*
-  **Financial Oversight**  
*Budgeting, forecasting, and maximizing profitability*
-  **Marketing Strategy**  
*Collaborating with creative teams to deliver impactful campaigns*

# Business Development Lead – Galli Maps (Aug 2024 – Mar 2025)



## Operations & Business Development Management

-  End-to-End Oversight: Managed the full spectrum of operational activities, ensuring streamlined execution of business processes and internal coordination.
-  Lead Generation & Growth: Spearheaded new business opportunities through strategic outreach and innovative prospecting, actively contributing to organizational expansion.
-  Strategic Client Guidance: Provided hands-on direction throughout the client journey—aligning business development processes with client goals and ensuring optimal delivery.



## Client Relationship & Project Execution

-  Primary Client Liaison: Acted as the go-to contact for new client engagements, ensuring clear communication, scope alignment, and project success.
-  Custom Solution Delivery: Led tailored implementations for client-specific projects—ensuring deliverables matched expectations, timelines, and KPIs.




## Marketing Strategy & Execution

-  Campaign Oversight: Directed and evaluated marketing efforts to increase visibility and user engagement across key audience segments.
-  Strategic Messaging: Developed and refined the brand voice to align with market needs—ensuring all communications reflected the company's vision and service excellence.

## Cross-Group Collaboration – F1soft Group

-  Affiliate Integration: Worked in tandem with F1soft Group—Galli Maps' affiliate—to ensure seamless project execution across departments and partner companies.
-  Cross-Functional Efficiency: Coordinated with internal teams and stakeholders within the F1soft ecosystem to maximize resource alignment, streamline workflows, and scale solutions for shared success.

# Sr. Business Dev. Officer – NETTV (2019–2023)

- **Key Responsibilities & Achievements:**
-  **Product Management & Development**
  - *Led product launches from planning to execution, ensuring market readiness and profitability.*
  - *Defined roadmaps using stakeholder input and market research.*
  - *Monitored product performance, iterated based on user feedback, and improved overall UX.*
-  **Sales & Business Development**
  - *Built and pitched business portfolios to target client segments.*
  - *Drove lead generation, managed the sales funnel, and closed high-value deals.*
  - *Crafted onboarding strategies and streamlined contract processes.*
-  **Client & ISP Partnerships**
  - *Researched and engaged corporate & ISP clients using data-driven targeting.*
  - *Tailored proposals and led contract negotiations to align with client needs.*
  - *Maintained CRM systems for B2B and B2C, ensuring consistent follow-ups and sales success.*

# Contd..

- **International Partnerships & Content Integration**

- Collaborated with international content providers such as Hungama, Eros Now, Lions Gate, and Airconsole to select and integrate content for the market.
- Ensured market feasibility of content offerings and successfully bundled products to enhance product value and increase market penetration.

- **Strategic Relationship Building**

- Developed and nurtured relationships with senior decision-makers, including CEOs, CFOs, and technical operational managers, within both partner companies and potential clients.
- Worked closely with executives and technical managers to devise customer acquisition strategies that maximized sales volume and profitability.
- Created and executed negotiation strategies, balancing risk and potential rewards to achieve mutually beneficial agreements with partners.

- **Marketing Strategy**

- Designed and implemented marketing strategies to target key client segments and drive new customer acquisition.
- Collaborated with product and marketing teams to create competitive concepts, aligning with customer needs and market opportunities.
- Developed new service offerings based on comprehensive market research and insights into client needs, leading to innovative solutions and enhanced client satisfaction.

- **Reporting & Operational Excellence**

- Monitored and analyzed sales data, providing insights to improve sales strategies and optimize business performance.
- Collaborated with internal teams to analyze business details, refine sales policies, and streamline communications across platforms.
- Led major revenue-generating initiatives, working closely with top ISPs in Nepal such as Worldink, Vianet, Wi-Fi Nepal, Techminds, and Arrownet, to grow the business and expand service offerings.



# Jr. Tech Support – NETTV (2017–2019)

- ***Key Responsibilities & Achievements:***
- **Stream Management & System Monitoring**
  - Collaborated with senior technical teams to manage uplink/downlink streams, ensuring continuous and uninterrupted service.
  - Played a key role in maintaining the dish equipment, performing timely repairs and adjustments as needed to ensure optimal performance.
  - Proactively regulated the office's monitoring systems to ensure smooth operations, identifying potential issues before they affected service delivery.
- **Hardware & Software Maintenance**
  - Ensured the proper functioning of hardware systems and network connectivity, performing routine checks and resolving any issues promptly.
  - Managed software updates, ensuring that systems were running on the latest versions for improved performance and security.
- **Troubleshooting & Issue Resolution**
  - Resolved hardware and software issues, including troubleshooting station-specific systems and devices, minimizing downtime and improving efficiency.
  - Identified and implemented solutions to technical challenges, improving system reliability and overall service quality.
- **Technical Strategy & Research**
  - Led research and development initiatives for technical plans and strategies, including sound adjustments for channels and addressing pixelation issues.
  - Developed and executed strategies to resolve technical problems autonomously, eliminating the need for constant human monitoring and ensuring smoother operations.

# Earlier Experience

- **Teacher (Jun 2015– Apr 2017):** Bal Batika Vidhya Mandir HS
- **IT/MIS Support (Feb- Apr 2014):** Nepal Bank Limited

# Key Accomplishments

- **Strategic Partnerships & Client Onboarding**

- Established long-term partnerships with prominent production houses, including **Budha Subba Digital, OSR Digital, and Mountain River Films**, securing **five-year agreements** that significantly increased business volume and sales for both parties.
- **Onboarded 20+ new ISP clients** in a single year, generating **NPR 10M in sales revenue** and boosting business growth.
- Successfully maintained and grew relationships with over **30+ hotel clients**, contributing to business expansion during my tenure.
- Played a pivotal role in growing customer base from **5k to 550k subscribers**, reflecting strong customer acquisition and retention strategies.

- **Innovative Marketing & Product Launches**

- Spearheaded the successful marketing campaign for the digital launch of the **"Radhe Movie" on the IPTV/OTI platform, generating 3M** in sales on launch day. **(developed watch now pay later functionalities)**
- Launched and managed **NETTV Cine+ and NETTV Prime/Standard Packages**, resulting in millions in sales and increasing market penetration.
- Developed and executed impactful marketing activities for **NETTV Streamz+**, Nepal's first Android-certified TV, contributing to its successful digital market launch.
- Pioneered the creation of a **"Watch Now, Pay Later"** feature, revolutionizing the product offering and expanding customer engagement.
- Enhanced brand visibility through innovative **influencer collaborations and promotional campaigns**, driving mobile app downloads to new heights.

- **Product & Service Development**

- Led the implementation of a seamless payment system with telecom partners like Ncell for product revenue generation within 48 hours.
- Successfully developed, launched, and managed the mobile app and web-based OTT streaming platform for NETTV, establishing a solid presence in the digital streaming market.
- Rolled out international OTT platforms such as **Hungama, Eros Now, and Airconsole** in Nepal, diversifying the service offerings and increasing audience reach.
- Created and developed the **Pay-Per-View (PPV) movie model in IPTV**, introducing new business models and revenue streams in the entertainment industry.

- **Brand Building & Corporate Partnerships**

- Forged a strategic partnership with **Daraz**, one of Nepal's top e-commerce companies, to promote and sell merchandise and promotional items.
- Earned the trust of major brands like **Pathau, Maruti Cement, Malaysian Airlines, Litmus, Truly eSIM, Jum Jum, and iPay Remit**, demonstrating strong brand reputation.

# Education

- **Feb 1998 – Jul 2008 High School Diploma**  
Bal Batika Vidhya Mandir High School – Banepa
- **Jul 2008 – Jul 2010 High School Diploma**  
Sididarthha English Higher Secondary School – Banepa
- **Aug 2010 - Jul 2014 Bachelor in computer Information system**  
Apex College – Kathmandu

# Project Highlights

# Mall Activations for Pathao Food Fest (Bhatbhateni, Eyeplex Mall, Civil Mall)



- Led successful street activations for *Pathao Food Fest* at Bhatbhateni, Eyeplex Mall, and Civil Mall.
- Coordinated with promoters and managed event logistics to ensure smooth execution.
- Delivered engaging experiences that boosted brand visibility and foot traffic.





# Human Billboard Campaigns for Pathao & Litmus



- Executed a successful Human Billboard activation across the Kathmandu Valley to promote Pathao and Litmus.
- Strategically placed branded human billboards in high-traffic areas to capture attention.
- Boosted brand visibility and engagement through this innovative, attention-grabbing approach.



# Survey Campaign – Truly eSIM (Promoter recruitment + execution)



- Coordinated a successful 4-day survey campaign for international brand *Truly eSIM* across Kathmandu Valley.
- Recruited, trained, and equipped a team of promoters for smooth and effective execution.
- Managed detailed itineraries and end-to-end operations to ensure impactful outcomes.





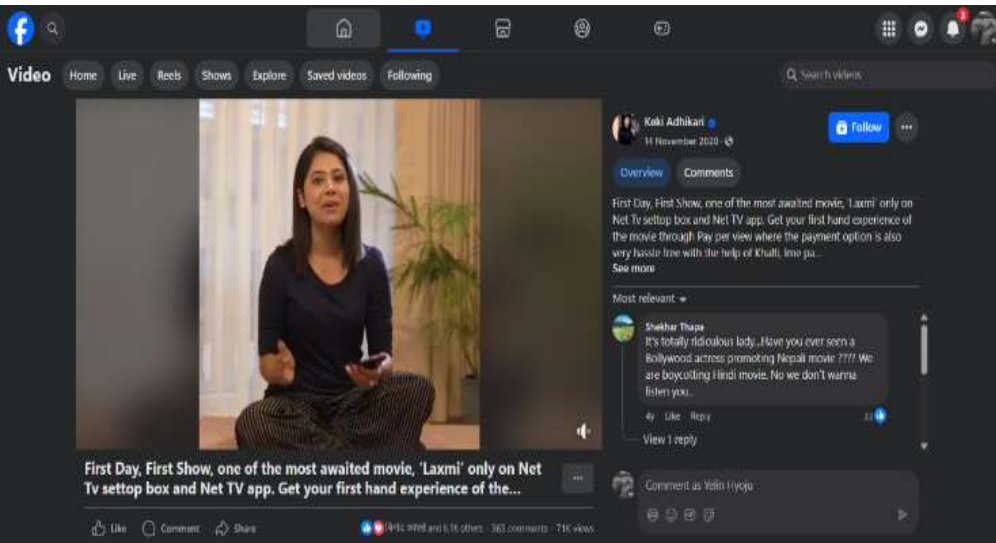
# Event Marketing & Setup



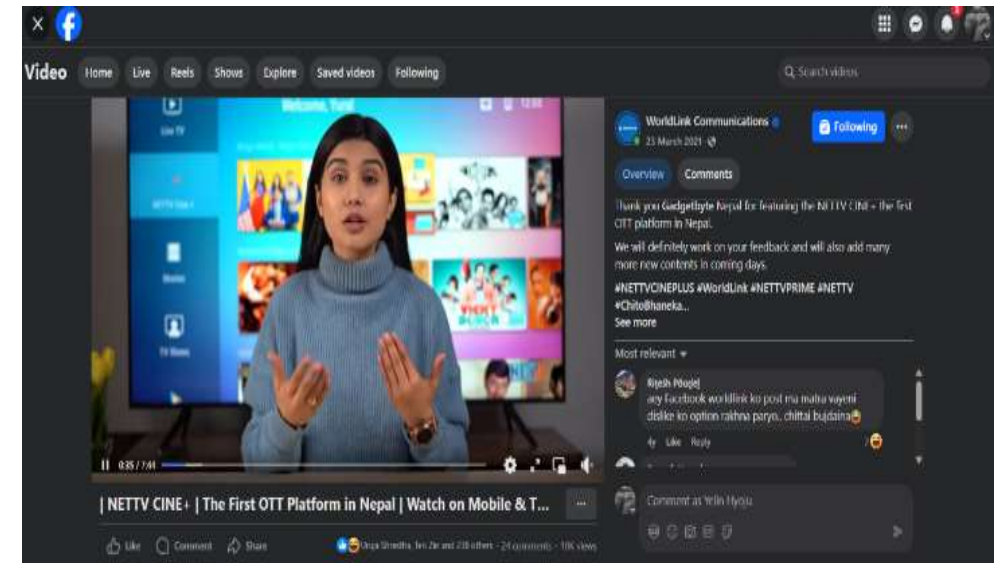
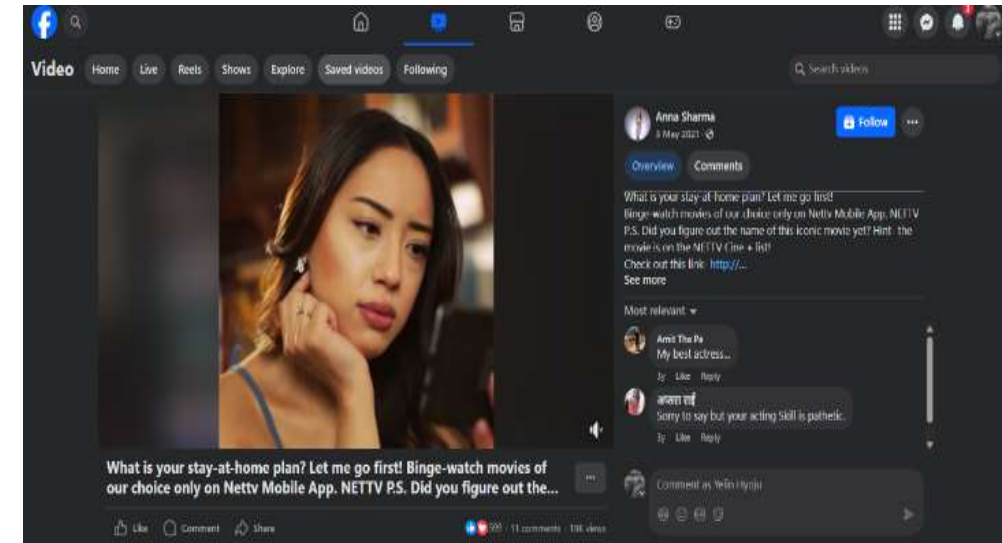
- Successfully managed and executed branding setup for an event at *Dusit Thani*, representing *Malaysian* and *Indigo Airlines*.
- Ensured strategic placement of all branding materials, creating a cohesive and professional brand presence.
- Oversaw planning and execution to deliver a seamless and impactful brand experience.



# Influencer Marketing and Management



- Spearheaded influencer marketing campaigns for *NETTV*, promoting products like *PPV* and *NETTV Cine+*.
- Collaborated with top-tier influencers via a dedicated agency to maximize reach and audience engagement.
- Delivered high-performing campaigns that boosted brand visibility, product awareness, and conversions.



# Product/Platform Launches

- **NETTV Cine+ – Product Marketing & Development**
- **Product Executive / Marketing Coordinator**  
**Company:** NETTV  
**Project:** NETTV Cine+
- NETTV Cine+ is a dynamic streaming platform that offers a wide range of genres, from Romance and Action & Adventure to Horror/Thriller, Comedy, Kids, and Family content. Accessible through the NETTV Mobile App and Web TV with the NETTV Prime Set-Top Box, Cine+ provides flexible entertainment anytime, anywhere, with any internet connection.
- **Key Contributions:**
- **Product Development & Package Management:** Led the planning and development of diverse content packages, ensuring a seamless and engaging user experience across mobile, web, and set-top box platforms.
- **Influencer Marketing Campaigns:** Strategically executed influencer partnerships, enhancing brand visibility and driving user engagement for NETTV Cine+.
- **Media Planning & Promotions:** Developed and implemented comprehensive media strategies across both digital and traditional channels, boosting brand awareness and subscription rates.
- **Performance Monitoring & Optimization:** Regularly analyzed user data, campaign performance, and engagement metrics, continuously optimizing marketing strategies and product positioning to maximize impact.



## NETTV CINE+

NETTV Cine+ is a streaming platform where users from the old generation to young ones can enjoy a wide variety of movie choices, including Romantic, Action & Adventure, Horror/Thriller, Comedy, Kids, and Families, and many more. With the purchase of the NETTV Prime package (an Set-Top Box), You can access the content of NETTV Cine+ via NETTV Mobile App & NETTV Web TV for free, anytime and anywhere with any kind of internet connection making it a powerhouse of entertainment.



NETTV

Watch **3000+**  
Movies and Web Series on

NETTV  
**Cine+**



NETTV **PRIME**  
(Set Top Box)

NETTV **APP**

NETTV

Home IPTV OTT Cine+ FAQs Tutorials



WATCH "**DABANGG**"  
ON NETTV

Streaming Now on NETTV Cine+  
Available on NETTV Set-top-box, Mobile App  
and Web TV.

NETTV CINE+

NETTV **मा**  
hungama

Enjoy exclusive content from **hungama**



WITH **NETTV PRIME**

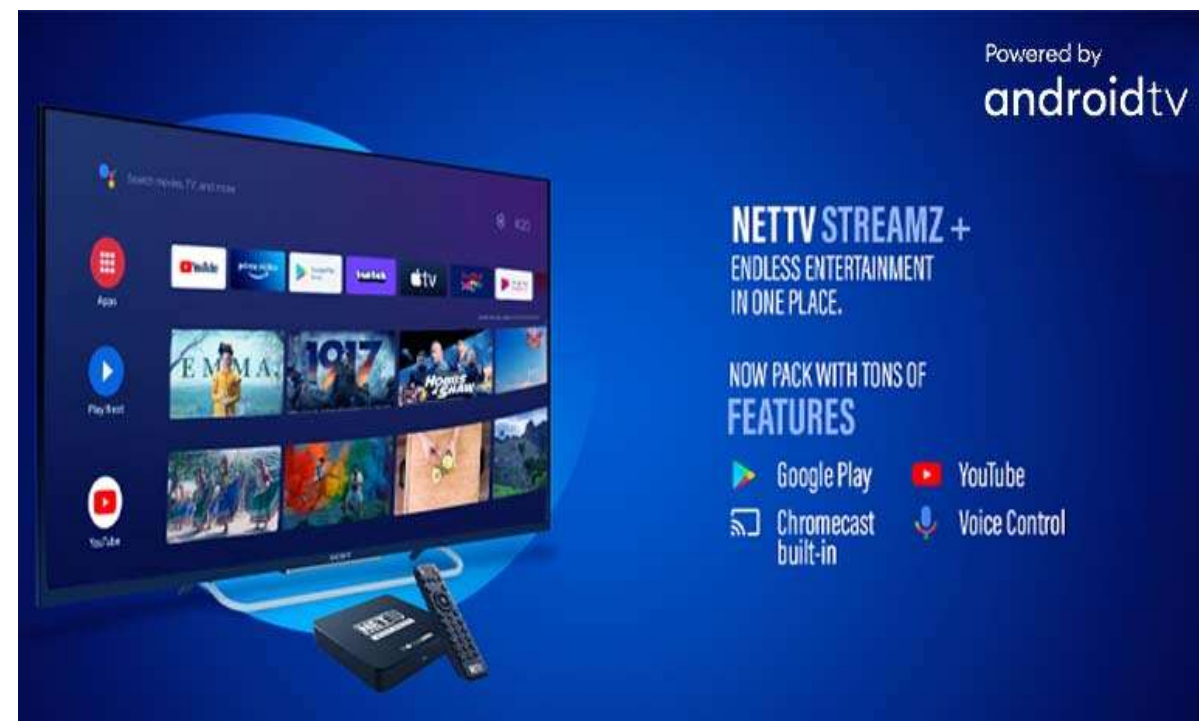
# NETTV Streamz+

- **Product Executive / Marketing Coordinator**

**Company:** NETTV

**Project:** NETTV Streamz+

- NETTV Streamz+ is Nepal's first Android TV Set-Top Box, revolutionizing traditional televisions by transforming them into smart, Android-compatible devices.
- **Key Contributions:**
  - **Product Launch Leadership:** Spearheaded the successful launch of NETTV Streamz+ in the Nepalese market, ensuring strategic planning and seamless execution.
  - **TVC Campaign Execution:** Led the creation and execution of a feature-focused TVC campaign, effectively highlighting the key functionalities and benefits of Streamz+ to the target audience.
  - **Media Planning & Promotion:** Developed and managed a comprehensive media plan, promoting the product nationwide across both digital and traditional platforms, ensuring maximum visibility and engagement.
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# NETTV Website – Content Strategy & Design Concept

- **Content Strategist / Web Coordinator**  
**Company:** NETTV  
**Project:** NETTV Official Website
- As part of the team responsible for enhancing NETTV's digital presence, I played a key role in planning and managing web content, contributing to the creation of an intuitive and user-friendly website design.
- **Key Contributions:**
- **Content Writing & Management:** Created, edited, and structured website content to effectively communicate NETTV's services, products, and brand message, ensuring clarity and consistency across the site.
- **Website Design Conceptualization:** Collaborated with the design and development teams to propose layout ideas, user journey flows, and feature placements, aligning them with the brand's identity and optimizing the user experience.
- Website link
- <https://nettv.com.np/>



# Visual Work Samples

## Brand Photoshoot & Concept

Directed the concept and execution of brand photoshoots, partnering with creative teams to produce compelling visual content aligned with brand identity and marketing objectives.





# Social Media management

- Managed end-to-end social media strategy for Nepal ENT Center, developing and executing campaigns tailored to the target audience. Oversaw everything from content planning to on-site photo shoots, ensuring each post effectively showcased the center's medical expertise while maintaining a friendly, accessible, and informative tone.



# How I work?

I bring clarity, creativity, and execution power to every project I take on—whether it's building a brand, managing a campaign, or leading event activations.

- **Efficient. Strategic. Impactful.**

🎯 Goal-Oriented | 🧑‍🎓 Team Leader | 🌐 Well  
Connected | ⚡ Calm Under Pressure  
📈 Growth Mindset | 🎨 Custom Solutions

# Certifications & Extras

- **Extracurricular Activities**
  - College to corporate - Apex college, Kathmandu
  - Past treasure at junior jaycees - Jaycees Banepa
- **Software**
  - Hardware assembling
- **Languages**
  - Nepal
  - English
  - Hindi
- **Certifications**
  - Apr 2008 Hardware assembling
- **Interests**
  - Travelling
  - Trekking
  - Drinking coffee
  - Fitness
  - Work

# Contact

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