



Lanka Raj Ghalley

DIGITAL MARKETER

MY CONTACT

- ✉ lankaraj17@gmail.com
- ☎ +975-17411419/ 77487387
- 📍 Mongar, Gyelposhing

TECHNICAL SKILLS

- Financial modeling and reporting
- Data analysis
- Financial accounting
- Creativity and content writing
- Organization and planning
- Teamwork and Management

SOFT SKILL

- 80% website designing and development
- 80% Poster designing for social media
- 90% of social media management
- 83% SEO & SEM
- 80% Multi-tasking
- 82% Decision Making

EDUCATION BACKGROUND

- **Secondary School**
Punakha-HSS
Completed in 2015
- **University Degree**
Bachelors in Business Administration (BBA) Major in Marketing from Gedu college of business studies
Completed in 2020

ABOUT ME

- I'm very dedicated and detail-oriented in Business management with more than one years of experience. Eager to apply proven digital Marketing field in any of the companies where it is more reliable in management. Special interest in achieving the millennial market and helping with client building, retirement and all in general.

EXPERIENCE

- I am currently working under the Gyelsung pilot project as a Co-trainer in the digital marketing field at Gyelposhing.
- I have experience of one and a half years as a Side manager and sales manager in a private company.
- I am managing and updating Facebook, Instagram, and YouTube channels.
- Website Optimization, Competitive Research, Setting and Achieving Targets and SEO Strategy.
- Have Experience in Editing WordPress Sites.
- write and dispatch email marketing campaigns
- Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- Keep up to date with current digital trends

ACHIEVEMENTS

- | | |
|------|---|
| 2016 | For the 5 months it increase the sales from 40% to 55% |
| 2021 | Completed of side project before the given time. |
| 2022 | Successfully done 3 months digital marketing course at yonphula under the DSP. |
| 2023 | Under gone the TOT(Trainers of training) at pema secretariat for 10 days. |
| 2023 | Certified BSD(Build something Different) Trainer and taught 2 cohort desuup (Introduction to Coding and Digital Transformation). |
| 2023 | Currently working under the Gyelsung pilot project as a co-trainer Trainer at Gyelpozhing. |

LANGUAGES

- Hindi
- English
- Nepali
- Dzongkha



Lanka Raj Ghalley

CAREER COUNSELOR/ DIGITAL MARKETER

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TECHNICAL SKILLS

- Knowledge of Education Systems
- Teamwork and Project Management
- Career and Program Knowledge
- Information Technology
- Organization and planning
- Financial modelling and reporting
- Data analysis and Research
- Financial Accounting
- Creativity and content writing

SOFT SKILL

- Good Communication & Interpersonal Skills
- Rational thinking and problem-solving
- Adaptability and quick learning
- Excellent Time Management Skills
- Multi-tasking while prioritising
- Quick Decision Making
- Cultural Competence & Empathy

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college of business studies

Completed in 2020

ABOUT ME

- I am a highly committed individual with a keen eye for detail and over a year of hands-on experience. I also offer guidance and counselling to youth. My enthusiasm lies in using my digital marketing expertise to enhance effective management in organizations, especially targeting the millennial market for client acquisition, retention, and growth.

EXPERIENCE

- I am currently appointed as a Co-Trainer under the Gyelsung pilot project in the Digital Marketing Advanced Course at the GCIT Campus. Mongar.
- I have also worked as a Site and Sales manager in a private company for approximately 2 Years.
- I also hold a keen knowledge of handling social media and managing brand reputation on different platforms
- Have Experience in creating and maintaining WordPress websites along with a thorough knowledge and understanding of email marketing.
- Website Optimization, Competitive Research, Setting and Achieving Targets and SEO Strategy.
- Being a quick learner I constantly keep myself up to date with the latest digital trends

ACHIEVEMENTS

- | | |
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