

OJASHRI BASNYAT

Digital Marketing Analyst | Full Stack Web Developer



TORONTO, ON



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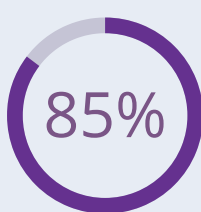
Profile

"Happiness can be found in the darkest of times, if one only remembers to turn on the light." ~
Dumbledore, Harry Potter and the Prisoner of Azkaban

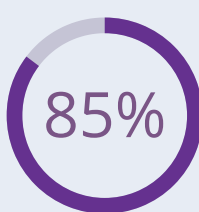
I have stories, always!

I look for inspiration in every day life, in Harry Potter books  , in Malala, in my family & friends and through my lens. I believe courage and smart-hard work will get you to beautiful places, like it empowered me to start my own business and like how it gave me wings to start a new journey here in vibrant Canada. 

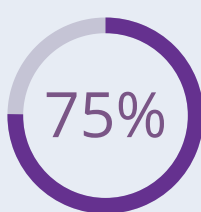
Skills



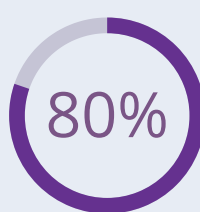
SEO



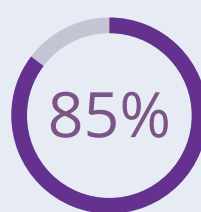
GOOGLE
ANALYTICS, Google Tag
Manager, AdWords, FB
Pixel



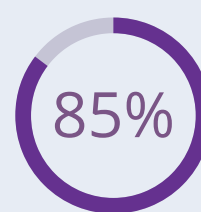
SQL, Qlik, PowerBI



Facebook
Marketing



EMAIL
MARKETING



HTML, CSS, JS

Ratings are based on present & past experiences



Education

University of Toronto School of Continuing
Studies

Coding Bootcamp Certificate

May 2021

Computer Science applied to JavaScript

Databases (MySQL, MongoDB)

Server Side Development (Node.js, Express, MERN
Stack)

Browser Based Technologies (HTML, CSS,
JavaScript, jQuery, Bootstrap)

Deployment (Heroku, Git)

Java

Quality Assurance (Writing Tests)

Brainstation

Digital Marketing Certificate

June 2019

Content, SEO & Paid Advertising

Analytics & Social Media

Paid Social & Email Marketing

Building Case & Presentation

Website Analysis

Kathmandu University

Bachelor of Business Administration

2008-2014

Specializing in Marketing



Experience

Marketing & Research Coordinator

Lennard Commercial Realty, Brokerage

(Feb 2020-Present)

Toronto, Ontario

- Managing advertising campaigns for FB & Google Ads
- Creating weekly reports using Google Analytics & QlikSense to gain insights
- Monitoring websites traffic and using google analytics to generate reports
- Tracking & optimizing digital experience in all digital platforms
- Developing & delivering key insights using BI tool Qlik product
- Creating & setting up Google Tag Managers data layers
- Creating content for advertisement & helped set up content for paid ads
- Working with web dev team to implement google tag manager within company sites: to track interaction with google analytics

Marketing Specialist

Skyview Management (Dec 2018-Feb 2020)

North York, ON

- Defined key digital experience quality metrics
- Worked on implementing GTM for company portal
- Worked on setting of GTM triggers and reporting mechanism to capture relevant traffic information
- Implement and manage tags and code on multiple websites using a tag management tool
- Web conversion funnel
- Created weekly newsletters using Mailchimp
- Created broker letters with in InDesign
- Created & updated email templates, using HubSpot & CRM marketing module
- Used Looker to explore & generate marketing operational reports

Marketing Analyst

Kal-Polymers (April 2018-Nov 2018)

Mississauga, ON

- Worked with vendors to add Google Suite to the newly revamped website
- Created graphics & content using InDesign & Photoshop for advertisement & Pack Expos
- Generated sales leads using HubSpot
- Developed & delivered key insights using BI tool Qlik product

Marketing & PR Specialist

Hotel Annapurna (Oct 2014-Dec 2017)

Kathmandu, Nepal

- Used Adobe Target to predict consumer experience via website, emails, banners & apps
- Increased audiences by 40% on all online platforms
- Created content to revamp the website
- Designed Photoshop templates
- Took pictures for new product promotion
- Coordinated press releases & media content
- Maintained good relationship with the press & guests
- Acted as the brand ambassador in international events



Self Starter

Shree Suppliers

Proprietor

Kathmandu, Nepal (Jan 2010-Feb 2018)

Completed various market research & compiled data to establish the business

Worked closely with mentors to create a brand

Established an independent business under sole proprietorship


Held various market research campaigns to ensure that the product met the standards of the consumers as well as the hygiene standards of the government

Helped create jobs for less privileged women in the society

Trained less privileged women for production

Kept excel books for all account movements

Excelled in customer relation achieving impressive ability to fix issues due to product knowledge

The company still runs in Nepal  with my awesome mother & an amazing management team at the helm.

And I love to...



take pictures



design & illustrate



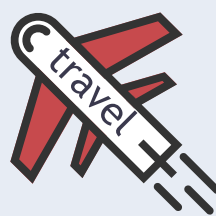
look for inspiration



encourage creativity



indulge in new food



travel