AARSH MANANDHAR

SKILLS

- Marketing Research
- Project Management
- Digital Marketing

CONTACT ME

- 9845988201
- aarshmdhr@gmail.com
- Nepal, Birgunj
- https://twitter.com/AarshManandhar
- https://www.linkedin.com/in/aarsh-manandhar-72347a20b

SUMMARY

I am currently a student at Kathmandu University, pursuing a Bachelor's degree in Business and Information System (BBIS). This unique program blends my interests in both technology and business, as it combines the fields of information systems and business management. As an enthusiastic and diligent individual, I firmly believe in the power of teamwork and collaboration. I thrive in an environment that fosters a culture of idea-sharing and collaboration, recognizing that the true value added to a team comes from harnessing the collective skills and knowledge of its members. With strong communication skills and a problem-solving mindset, I am committed to finding innovative solutions and overcoming challenges that arise. Through my academic journey and beyond, I aim to contribute to the intersection of technology and business, leveraging my skills and knowledge to drive organizational success and make a positive impact in the field.

💼 WORK EXPERIENCE

MARKETING RESEARCH INTERN
December, 2021 - May, 2022

Nano Degree Solution , Kathmandu

In my previous role, I showcased my proficiency in copywriting by creating captivating content for various marketing channels, including social media posts, promotional emails, and other marketing collateral. Additionally, I actively collaborated with the marketing team, actively participating in knowledge-sharing sessions and brainstorming meetings to contribute innovative ideas and tactics. To enhance brand visibility, I applied search engine optimization techniques, optimizing content to improve search engine rankings. I also took charge of managing social media scheduling, ensuring consistent and strategic promotion of products. Alongside my marketing responsibilities, I had the opportunity to work in HR, where I contributed to tasks such as creating job descriptions, assisting with recruitment processes, conducting interviews, and note-taking. This cross-functional involvement provided valuable insights into HR practices and deepened my understanding of organizational dynamics. To ensure effective project management, I maintained detailed status reports, facilitating project tracking, communication, and timely delivery of results.

🖼️ TRAINING/CERTIFICATIONS

APPLICATIONS OF EVERYDAY LEADERSHIP
2021

University of Illinois at Urbana-Champaign

I have successfully completed the "Applications of Everyday Leadership" course offered by the University of Illinois at Urbana-Champaign through Coursera. This comprehensive online program has provided me with valuable insights and practical skills to become an effective leader in various professional and personal contexts. Through this course, I gained a deep understanding of leadership theories and concepts, and I learned how to apply them in everyday situations to inspire and motivate teams, communicate effectively, and make informed decisions. The course emphasized the importance of self-awareness, emotional intelligence, and ethical decision-making in leadership roles.

AGILE MEETS DESIGN THINKING
2021

University of Virginia

I have successfully completed the "Agile Meets Design Thinking" course offered by the University of Virginia through Coursera. This engaging online program has equipped me with a strong understanding of how to integrate agile methodologies with design thinking principles to drive innovation and solve complex problems effectively. Through interactive video lectures, practical exercises, and real-world case studies, I have gained valuable insights into the agile and design thinking frameworks, emphasizing collaboration, iterative processes, and user-centric approaches.

INTRODUCTION TO GOOGLE SEO
2021

University of California

I have completed the "Introduction to Google SEO" course offered by the University of California through Coursera. This comprehensive online program has provided me with a solid foundation in search engine optimization (SEO) strategies and techniques. Through this course, I gained a deep understanding of how search engines work and how to optimize websites and content to improve organic search rankings. I learned about keyword research, on-page optimization, link building, and SEO best practices to enhance online visibility and drive targeted traffic.

THE FUNDAMENTALS OF DIGITAL MARKETING
2021

Google Digital Garage

I have completed "The Fundamentals of Digital Marketing" course provided by Google Digital Garage, a comprehensive online program that has enriched my knowledge and skills in the dynamic field of digital marketing. Through this course, I gained a solid understanding of the core principles and strategies of digital marketing, including search engine optimization (SEO), social media marketing, content marketing, email marketing, and web analytics. I learned how to effectively engage with target audiences, drive online visibility, and optimize digital campaigns for maximum impact.

DESIGN THINKING FOR INNOVATION
2021

University of Virginia and offered through Coursera

I have successfully completed the "Design Thinking for Innovation" course offered by the University of Virginia through Coursera. This immersive online program equipped me with a deep understanding of design thinking principles and methodologies, empowering me to drive innovation and tackle complex challenges in a human-centered manner. Through engaging video lectures, practical exercises, and real-world case studies, I gained valuable insights into the design thinking process, including empathizing with users, defining problem statements, ideating creative solutions, prototyping, and testing. This course has honed my problem-solving skills, fostered a culture of innovation, and provided me with the tools to create impactful solutions that meet user needs effectively.

🎓 ACADEMY

BACHELOR IN BUSINESS AND INFORMATION SYSTEM
August, 2019 - Present

Kathmandu University , Dhulikhel, Nepal

A combination course of Information systems and Business like my Degree conveys my interest in Technology and Business. Focuses on Information System- for present Digital world, Business Analytics, Marketing, Operation Management and Research.
- Member of Information System Club

HIGH SCHOOL
June, 2017 - March, 2019

D.A.V Sushil Kedia Vishwa Bharati , Jawalakhel, Nepal

SCHOOLING
May, 2013 - March, 2017

L.K Singhania Education Center , Rajasthan, India

LANGUAGE

- Nepali, English

- Hindi

- Spanish

REFERENCES

Shreena Maskay

Nano Degree Solution / CEO

9869420766, 9818253111

shrinamaskey@gmail.com