

AARSH MANANDHAR

Marketing Assistant



SKILLS

- Marketing Research



- Brand strategy



- Digital Marketing



- Operational management



- Business research skills



- Project Management



- SEM trend knowledge



CONTACT ME

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SUMMARY

I'm a student at Kathmandu University pursuing a Bachelor Degree in Bachelor in Business and Information System(BBIS). It's a combination course of Information systems and Business like my Degree conveys my interest in both Technology and Business. I am an enthusiastic hard worker who believes that the value added for the team comes from working together with other people with skills and knowledge through a collaborative, idea-driven culture. A strong communicator committed to finding solutions to problems and overcoming challenges.



WORK EXPERIENCE

MARKETING RESEARCH INTERNSHIP

December, 2021 -
Present

Nano Degree Solution , Kathmandu

- Conducted consumer surveys and analyzed purchasing trends.
- Wrote copy for social media posts, promotional emails and other marketing collateral.
- Assisted in creating written, video and image content for marketing channels.
- Sat with marketing team members to learn new tasks and determine best tactics for solving challenges.
- Practiced search engine optimization to maximize efforts in creating brand awareness.
- Scheduled social media postings to advertise products and generate site traffic.
- Participated in brainstorming meetings to develop marketing collateral.
- Researched interesting and relevant content to capture interest and improve site traffic.
- Maintained status reports for client projects.

CONTENT MARKETING INTERN

July, 2020 -
October, 2020

Birgunj

- Conducted interviews with subject matter experts to generate topics.
- Evaluated project requirements and content standards for projects to produce copy in line with creative structure.
- Published articles, blogs and main site content with WordPress and other various site platforms.
- Completed thorough research into assigned topics.
- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Managed competing deadlines with efficiency.



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 Student Welfare Committee, Kathmandu University,
- Elected to Business fest for Student Organization Member in 2022.

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

