

Ishu Pokhrel

Dallas, TX

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Education

Bachelor of Business Administration in Marketing, Arlington, TX

Expected December 2024

The University of Texas at Arlington

- **Affiliations:** Nepalese Student Association, Leadership Honors Program, Freshman Leaders on Campus

Certifications & Skills

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- **Certifications:** UX Design, Fundamentals of Digital Marketing, Project Management Foundations & Budgets, Project Management Technical Projects, Project Management Stakeholders, Change Management for Projects, Hootsuite Platform Certification & Hootsuite Social Media Certification
 - **Tools Proficiencies:** Canva, Adobe Creative Cloud, PicMonkey, Picktochart, Google Suite, WordPress, Wix, SquareSpace, Microsoft Office, Google Ads, Google Scholar, Hemingway, Eventbrite & Hootsuite
 - **Skills:** Project Management, Social Media Marketing, Website Management, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Email Marketing & Public Relations
 - **Languages:** Nepali, English & Hindi

Work Experience

Mavs EDGE Marketing & Communication Coordinator, Career Center at UTA

August 2022 - Present

- Assist with **promoting & managing** internship-related events including , the Employer/Student Internship Panel, Mavs EDGE Partner Spotlight Events, and the Teams Talk Series
- **Track and report on metrics** related to all platforms such as social media, **Hubspot (CRM)** and website
- Update program **graphics, design/layout, powerpoint, events**, and perform minor updates to internship as needed
- Design graphics and create **automated campaigns** for leads and partner employers

Cultural Arts District Marketing Intern, Downtown Arlington

June 2022 - August 2022

- **Provided support** for on-going development activities including **prospect research, grant writing support**, build sponsor programme administration, and programme marketing
- Developed **social media marketing, recruitment**, and **event updates** for events including Facebook updates, tweets, and blog posts
- **Trained, taught and lead groups** while conducting **inventory management** at events

Summer Career Coach, Career Center at UTA

May 2022 - August 2022

- Offer **guidance** to students on resumes & cover letters during Career Spot Drop-Ins
- Discussed tips & best practices regarding **job/internship search** with students
- Provided information about the **career development center's (CDC) services** to students & alumni