Shraddha Khadka

Product & Marketing Manager • LinkedIn

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EXECUTIVE SUMMARY

- Strategic and data-driven leader with 8+ years of experience in higher education consulting, student recruitment, digital outreach, and edtech product development.
- Proven record of increasing student enrollment, leading large-scale outreach events, and launching scalable digital solutions across global markets.
- Strong business acumen backed by an MS in Business Analytics from the Texas A&M University, Commerce and deep expertise in CRM, analytics, and cross-cultural communication.
- Adept at building partnerships, developing go-to-market strategies, and leveraging data for institutional growth and engagement.
- Known for team leadership, stakeholder collaboration, and high-impact decision-making in dynamic environments.

KEY ACHIEVEMENTS

- Co-founded a language learning app with 25,000+ downloads in 5 months, leading to strong user engagement and ad monetization.
- Drove 20%+ annual growth in student enrollments through targeted marketing and strategic partnerships.
- Organized "Dream, Act, Achieve," a large-scale education event with 2,000+ participants and 15+ universities.
- Built strategic alliances with universities in the U.S. and India to expand enrollment pipelines.
- Reduced manual reporting time by 50% by automating dashboards using Power BI and Tableau.
- Delivered data-backed business proposals and enrollment strategies recognized by university stakeholders.

EDUCATION

Master of Science in Business Analytics, Texas A&M University-Commerce, Commerce, TX
MBA Coursework (Completed 7 Courses), Ashland University, OH
Bachelor of Business Studies, Bangalore University, Bangalore, India

PRODESSIONAL EXPERIENCE

BHASA TECH INC., Dallas, TX
Product Manager & Co-Founder - Jan 2025 – Present
Project 1: Language Learning App Development
The company needed to launch a language learning app targeting international users. The goal was to drive rapid user adoption and revenue growth.

Project 2: User Retention and Monetization Strategy
Bhasha Tech aimed to improve retention and implement monetization through in-app ads and subscriptions.

Responsibilities:
- Defined product vision, roadmap, and growth strategy based on user research and market trends.

- Conducted A/B tests and applied analytics to boost UI/UX, increasing retention by 25% and engagement by 40%.
- Executed marketing campaigns resulting in 25,000+ downloads and 2M+ ad impressions within 5 months.
- Managed a cross-functional team of developers, designers, and marketers to execute go-to-market strategy.
- Leveraged SQL and analytics tools to track KPIs, optimize product features, and inform decisions.

UNITED ACADEMY HIGHER SECONDARY SCHOOL, Lalitpur, Nepal
Assistant Director of Admission 2023 March- August
Responsibilities:
- Led student recruitment outreach, branding, and digital marketing efforts for the 2023 academic intake.
- Collaborated directly with school founders and the admissions/marketing teams to align strategy and execution.
- Engaged with over 5,000 prospective students, contributing to a successful 3,000-student enrollment for the academic year.
- Strengthened institutional presence by coordinating visits to external schools and organizing information sessions.

STUDENT AFFAIRS PVT. LTD., Kathmandu, Nepal
Founder & Director – 2014 – 2022

Project 1: Business Expansion and Enrollment Growth
The company aimed to increase student outreach and scale enrollment services across Nepal.

Project 2: International University Partnerships
To increase student placements, the company sought to build partnerships with global universities.
Responsibilities:
- Founded and scaled an educational consultancy serving 14,000+ students over 8 years.
- Designed recruitment strategies and marketing campaigns, achieving 1500+ enrollments annually.
- Conducted outreach programs and seminars in 50+ high schools across Nepal.
- Organized "Dream, Act, Achieve" event with 2,000+ participants and international university reps.
- Built partnerships with U.S. and Indian institutions to streamline admission pipelines.
- Led cross-cultural communication, stakeholder meetings, and business development initiatives.

TOOLS & TECHNOLOGY

SQL | Tableau | Power BI | Excel | Google Analytics | HubSpot | Mailchimp | Canva | Social Media Platforms | CRM Tools | Sales Force

Certifications:

- **Google Project Management**

- **Tableau Desktop Specialist**