# BATSAL NATH SHRESTHA

Graphics Designer | Marketing Manager

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## About Me

I am a creative and results-driven marketing professional specializing in digital strategies, graphic design, and e-commerce optimization. With expertise in Adobe Creative Suite, Figma, and programming, I blend creativity with technology to craft impactful content and drive social media growth. My goal is to create innovative solutions that meet business objectives while prioritizing customer engagement and excellence. I'm eager to bring my skills to forward-thinking organizations to drive growth and innovation.

## Positions of Responsibility

- **Ashley Furniture Homestore Nepal**
  - **Teku, Kathmandu | April 2024 – Present**
    - **Marketing Manager** (September 2024 – Present)
      - Achieved a 15% increase in customer visits through strategic marketing campaigns.
      - Expanded social media reach: Facebook followers grew from 400 to 1,397 (+820.7% watch time); Instagram followers grew from 500 to 4,761 (+2.1K reach).
      - Led promotional activities for new arrivals, achieving record engagement on digital platforms.
    - **E-commerce Manager** (April 2024 – Present)
      - Optimized product listings to enhance search visibility, contributing to a 20% sales growth.
      - Designed and placed banners for the Ashley Furniture website using Odoo, ensuring optimal user experience and brand visibility.
      - Conducted all SEO for the Ashley Furniture website, improving search rankings and boosting organic traffic.
      - Executed a targeted email marketing campaign, significantly increasing repeat purchases and engagement rates.
    - **Graphics Designer** (April 2024 – Present)
      - Created 100+ social media posts, boosting brand awareness and engagement across key platforms.
      - Designed all website banners and visual assets, optimizing user experience and visual appeal while maintaining brand consistency.
      - Developed and refined print and digital marketing materials, ensuring a cohesive and impactful brand presence across all channels.
- **SB Furniture Group**
  - **Lagankhel, Lalitpur | January 2024 – March 2024**
    - **E-commerce Intern**
      - Supported the e-commerce team in managing product listings and implementing promotional activities to drive traffic.
    - **Graphics Designer**
      - Designed graphics for online campaigns, newsletters, and product promotions, contributing creative ideas to elevate brand identity.

## Education

- **The British College, Kathmandu**
  **BSc (Hons) Computing** – Expected Graduation: 2027
- **Little Angels College (+2)**
- **Kathmandu University High School**

## Skills

- **Marketing and Management:**

- ○ Social Media Marketing
- ○ Marketing Strategy
- ○ Digital Marketing
- ○ Product Promotion
- **Design and Creative Tools:**
  - ○ Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
  - ○ Graphic Design
  - ○ Video Editing
  - ○ Figma (UI/UX Design)
- **Technical Skills:**
  - ○ **Programming**: Python, C++, HTML, CSS, JavaScript
  - ○ **Design**: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma
  - ○ **Web & E-commerce**: SEO, Google Analytics, API Integration, Product Listing Optimization
  - ○ **Development**: Responsive Design, Front-End Coding
- **Soft Skills**
  - ○ Strong public speaking and teamwork abilities
  - ○ Effective time management and organizational skills
  - ○ Confident decision-making and problem-solving
  - ○ Leadership and adaptability in dynamic environments
  - ○ Athletically active, demonstrating discipline, focus, and a team-oriented mindset
- **Other Key Skills:**
  - ○ E-commerce Management
  - ○ Problem-Solving
  - ○ Microsoft Office

## Projects

- **Student Management System**
  - ○ Language Used: Python
  - ○ Developed a system to manage student profiles, including personal information, exam records, and extracurricular activities.
  - ○ GitHub Link: **Student Management System**
- **Personal Portfolio Website**
  - ○ Language Used: HTML, CSS, JavaScript
  - ○ Designed and developed a personal portfolio site to showcase skills, projects, and achievements.
  - ○ Live Link: **Portfolio Site**
- **Weather Application**
  - ○ Language Used: HTML, CSS, JavaScript
  - ○ Created a weather app that fetches real-time weather updates via API integration, featuring an intuitive interface for user-entered city-data.
  - ○ Live Link: **Weather App**
- **Formula 1 Racing App - Pitstop**
  - ○ Technology Used: Figma (UI/UX Design)
  - ○ Designed a comprehensive Formula 1 sports app featuring race-specific details, driver cards, and data visualization like lap times and tire degradation.
  - ○ Conducted user research to align design elements with Formula 1 fan preferences, ensuring an intuitive and visually engaging interface.
  - ○ Figma Link: **Pitstop Design**
- **Figma Food Delivery App**
  - ○ Created a food delivery app focusing on real-time tracking, multiple payment options, and user-friendly navigation. Designed based on customer feedback for a seamless experience.
  - ○ Figma Link: **Food-Delivery-App** User Persona Link: **User-Persona**