

BINITA SHRESTHA


SOCIAL MEDIA MARKETING

CONTACT

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Madhyapur Thimi-04, Bhaktapur

 Binita Shrestha

SKILLS

Digital Marketing

Content Creator

Frontend (HTML, CSS, JS, Bootstrap)

Git and Github

Proficient in social media strategy and content management across multiple platforms

Strong communication skill

EDUCATION

BACHELOR IN COMPUTER SYSTEMS AND INFORMATION TECHNOLOGY

Medhavi College, Naya Baneshwor, Kathmandu

2023-2027 (estimated)

INTERMEDIATE LEVEL EDUCATION

Adarsha Secondary School, Bhaktapur

2021-2023

LANGUAGE

English

Nepali

Newari

Hindi

PROFILE

I am a dedicated and hardworking BCSIT undergraduate with a solid IT background and expertise in digital marketing. I have experience in social media management, content creation, and implementing effective marketing strategies. With a proven track record as a Social Media Marketer and Digital Marketing Officer, I am skilled at using current trends to boost brand visibility and engagement. I am Committed to applying innovative ideas to achieve growth and support the success of dynamic organizations.

WORK EXPERIENCE

Motif Education Abroad

- Digital Marketing Officer 2023-2024
- Content Creator 2023-2024

Bajaj Service Center

- Receptionist 2021-2022

PROJECTS

- Developed a responsive website for an online IT platform using HTML, CSS, JS, React and Bootstrap, focusing on dynamic functionality and user experience.

ACHIEVEMENTS

- Increased brand awareness by 40% through strategic social media initiatives.
- Generated 1,000+ potential client leads monthly through Google Ads Campaigns.
- Enhanced website SEO, driving a 30% rise in organic traffic in six months.
- Executed the Go Global Fair Campaign, Driving thousands of engagement for the company.
- Developed content that boosted website traffic by 25%.
- Generated over 3 millions impressions with Google Ads, Leading to significant user conversions for the company.
- Introduced an interactive virtual counseling feature on the website, Boosting user conversion by 60%.
- Executed a dynamic social media contest that led to a 75% increase in brand engagement.