

HRITISHA MANANDHAR

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EDUCATION

Baruch College / City University of New York (CUNY)
Masters of Science in Marketing (STEM Degree), Digital Marketing Major

(Present) August 2025
New York, New York

PROFESSIONAL EXPERIENCE

Scale With Spark, Marketing Coordinator and Social Media Manager, Full Time (Remote)
• Led end-to-end marketing strategies, from client onboarding to data-driven performance reports for 15+ clients.
• Optimized ad campaigns to increase website traffic by 20% and enhance lead generation and client inquiries.
• Specialized in social media campaign management and optimization, maximizing ROI while aligning strategies with client objectives to enhance brand visibility and market growth.

Nov 2024 - Aug 2025
London, United Kingdom

1ClubNepal and Nepalese Business Directory, Marketing Coordinator and Social Media Manager, Full Time (Remote)
• Drive and execute comprehensive marketing strategies to enhance 1ClubNepal’s brand presence, leveraging digital campaigns to build a strong community and boost engagement.
• Develop and optimize content plans, ensuring consistent messaging across channels, while driving visibility and fostering connections to support the club’s mission of innovation and entrepreneurship in Nepal.

Nov 2024 - Aug 2025
London, United Kingdom

Shopvintage Clothing, Founder
• Launched a sustainable second-hand clothing line in Nepal, donating 10% of profits to NGOs like Maiti Nepal for women and children’s education.
• Managed overall branding and social media, achieving 90,000+ weekly impressions and increasing community engagement by 50% through targeted strategies and workshops..
• Organized community and charity events fostering networking and collaboration for meaningful causes.

March 2022 - Aug 2025
Kathmandu, Nepal

Invade Marketing Pvt. Ltd. , Marketing Employee, Full Time (Remote)
• Developed brand guides for potential clients onboarding, communicating targeted branding strategies.
• Leveraged social media management tools to optimize content strategy, driving a 20% increase in interactions and follower growth within 2 months.
• Collaborated with cross-functional teams across time zones, ensuring content delivery and strategy alignment for each brand.

June 2024 - October 2024
Thailand

The Beauty Bar Nepal Pvt. Ltd., Marketing Manager , Freelancer/Remote
• Led 20+ marketing campaigns, boosting user engagement by 40% and brand presence.
• Enhanced user engagement and conversion rates by designing and optimizing landing pages for ad campaigns using Flodesk, driving a 20% increase in conversions.
• Planned and executed monthly content calendar including influencer collaboration and leveraging social media trends to strategically enhance brand visibility, achieving a 49% increase in Instagram engagement.

June 2024 - October 2024
Kathmandu, Nepal

Welcome Advertising and Marketing Pvt. Ltd., Marketing Intern, Full Time
• Facilitated as a mediator between clients and internal creative teams to ensure project objectives were met.
• Contributed to the creative and marketing departments by supporting design and campaign execution for diverse clients.
• Managed monthly content calendars, ensuring timely delivery for clients across various industries, from banks to lifestyle brands.

Feb 2024 - June 2024
Kathmandu, Nepal

Drape, Founder
• Founded and managed a women-centric sustainable clothing brand, overseeing design, production, and logistics while leading a team of women artisans, including designers, artists, and tailors.
• Directed brand strategy and creative efforts, including planning and executing social media content, photography, and editing, boosting brand visibility while promoting sustainability.

Jan 2018 - Oct 2021
Kathmandu, Nepal

LEADERSHIP EXPERIENCE

- Organized a clothes donation event to help flood victims and collaborated with non-profit organization Maiti Nepal to contribute 10% of the annual profit. (July 2024)
- Organized thrift and promotional events at Co-Creative on weekends, showcasing Nepalese brands, and corresponded with 10+ vendors and community members to plan logistics and finances for events. (2023-2024)
- Organized and led different teams, managed 20+ stalls, and secured sponsorships with brands like Tootle for GIHE Youth Fest 2018.
- Music Club President (2017) and Vice President of the Student Council (2018)

ADDITIONAL INFORMATION

- Certifications:** Model Nations United (Best Delegate), Content Marketing (Hubspot Academy), Email Marketing (Hubspot Academy), Fundamentals of Digital Marketing (Google Digital Garage).
- Skills:** Adobe Fresco, Photography (Canon G7x Mark II), Editing (Lightroom, Snapseed, iMovie, CapCut).
- Marketing skills:** Canva Pro, Brand Guide, Later, Flodesk, Metricool, Slack, Loomly, Monday.