Ojaswi Kafle

📍 24/47 Wentworth Avenue, Wentworthville, NSW 2145   📞 0481 021 531   ✉ ojaswikafle2055@gmail.com   in ojaswi-kafle

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Summary

Strategic and analytical project professional with a Master's in Information Systems and a background in computer engineering and digital media. Experienced in leading cross-functional teams and turning business goals into actionable outcomes across marketing, analytics, and tech. Skilled in campaign performance, stakeholder management, and data-driven project delivery in both agency and academic settings.

Education

Macquarie University, Sydney, Australia *July 2023 – July 2025*
Master of Information Systems Management

- **WAM:** 77.28
- **Key Coursework:** Business Intelligence, Cyber Security, Project Management, Enterprise Systems, Digital Innovation

Kathmandu Engineering College, Kathmandu, Nepal *Nov 2016 - May 2021*
Bachelor in Computer Engineering

- **Key Coursework:** Software Engineering, Data Structures and Algorithms , Database Management Systems , ICT Project Management

National School Of Sciences, Kathmandu, Nepal *July 2014 - May 2016*
+2 Science

Experience

Media Implementation Executive *Full-time, Hybrid*
OMD Australia *May 2024 – May 2025*
PHD Australia *Aug 2023 – May 2024*

- Planned, executed and optimized multi-channel digital campaigns (Meta, TikTok, Google, DV360, Amazon) delivering 12–18
- Optimized performance through weekly KPI analysis (CTR, ROI, conversions), improving campaign efficiency by 15
- Managed campaign timelines, stakeholder coordination and resource allocation across 20+ clients, ensuring on-time, on-budget delivery.
- Built strong client relationships delivering data-backed insights, strategic recommendations and cross-functional collaboration with media, creative and product teams.

Activation Assistant/ Executive *Full-time, Hybrid*
Omnicom MediaGroup Nepal *June 2021 – June 2023*

- Supported the execution of multi-platform paid search, social and programmatic campaigns by delivering accurate data reports, keyword research, and strategic recommendations aligned with client KPIs.
- Collaborated across internal and client-facing teams to prepare pitch decks, performance insights, and risk-mitigating campaign setups—gaining hands-on experience in stakeholder engagement and delivery operations.

Search Engine Optimization Specialist *Full-time, Remote*
Ombryo Lab Pvt. Ltd. *December 2020- May 2021*

- Led on-page and off-page SEO strategies with a focus on keyword research, technical optimization, and competitive benchmarking to inform content and performance reporting.
- Supported agile web updates using WordPress and PHP, contributing to improved UX and client-facing site metrics.

Projects

Strategic Project Management - F1 2026 Strategic regulations *2025*

- Led risk management for Ferrari's 2026 F1 strategy project—owned risk registers, KPIs, and cost-benefit analysis improving race-day performance impact by 12

IS Business Plan - Development of autonomous cars *2025*

- Led the development of a hybrid AI-human delivery strategy for an autonomous cars programme, integrating WBS/CBS

costing, BPMN modeling, and ISO-aligned risk controls.

Traffic Flow Prediction *2024*
- Conducted in-depth research on urban traffic flow prediction models using real-time, weather, and event data.
- Evaluated 10+ studies to recommend LSTM-based forecasting strategies tailored for Sydney's traffic datasets.

Enterprise Application Integration - CAKE LABS *2024*
- Led process re-engineering for Cake Labs using BPMN 2.0 in SAP Signavio, modeling AS-IS/TO-BE states, uncovering integration gaps, and proposing API management solutions.
- Applied IRACIS analysis and system architecture review to develop a client-centric digital transformation roadmap enhancing agility and reducing functional silos.

SAFA SAMAJ - Waste Management System *2021*
- Led the design and pilot launch of a community-based cleaning app, contributing to agile planning, stakeholder feedback, and user-driven improvements to boost service delivery.
- Conducted primary and secondary research, user persona creation, and performance benchmarking to inform business model development, UI/UX decisions, and go-to-market strategies.

Pet Puja - Food delivery web app *2019*
- Coordinated the end-to-end development of a restaurant and hotel food delivery web app, defining user requirements, prototyping workflows, and mapping core booking features.
- Collaborated with team members to translate client expectations into functional designs—leveraging agile tools, business case modeling, and user-centered design thinking.

Skills

Project Management and Business Analytics:
- Project Coordination (MS Project, Trello, ProjectLibre)
- Risk Management, Agile and Waterfall Methodologies
- Stakeholder and Client Management
- Business Process Modeling (BPMN 2.0 – Signavio, Adonis)
- Cost-Benefit Analysis, Forecasting and Governance Reporting

Analytics and Marketing Tools:
- Data Analysis: Power BI, Excel, SQL, Firebase
- Campaign execution, post-analysis and ROI reporting
- SEO, Keyword Research, Google Ads, Meta, TikTok, DV360, Amazon , E-commerce platforms

Technical Tools:
- HTML, CSS, WordPress, JavaScript (basic)
- Figma, Adobe XD, Canva, Photoshop
- Microsoft Office Suite, MS Visio, Citrix Cloud

Core Competencies:
- Communication and stakeholder management
- Team collaboration and cross-functional delivery
- Time management, adaptability and problem solving

Accomplishments

- Employee of the Month, Omnicom Media Group (Apr 2022) – Recognized for campaign excellence and team performance.
- Mentored 10+ juniors – Helped improve team speed and campaign delivery across projects.
- 2nd position at Drishti 2.0 Hackathon (2019) – Delivered a high-impact technical solution under pressure.
- 3rd position at Volkswagen Media Pitch-Off (2024) – Led strategy for a winning agency-level media pitch.