

# Bijaya Chettri

7980536982 | [biayachettii@gmail.com](mailto:biayachettii@gmail.com)

## PROFESSIONAL SUMMARY

---

Dynamic and accomplished professional with a proven academic and extracurricular excellence track record. Demonstrated commitment to personal and professional growth through active participation in diverse endeavours.

## EDUCATION

---

**Manipal Academy of Higher Education-** *Bachelor of Arts-* GPA:8.43

**Our Lady Queen of the Missions School-** *Indian School Certificate (12<sup>th</sup>)-* Grade: 92%

**Welland Gouldsmith School-** *Indian School Certificate (10<sup>th</sup>)-* Grade: 90%

## WORK EXPERIENCE

---

### Triplou

**Remote**

*Copywriting Associate*

*January 2023-Present*

- Assisted the marketing team in creating a compelling and engaging copy of blog posts.
- Conducted thorough research on travel destinations, industry trends, and target audience preferences to develop accurate and persuasive content.

### Self-employed

**Kolkata**

*Private Tutor*

*January 2020-March 2022*

- Developed and implemented tailored lesson plans to enhance their learning experience and address individual learning styles.
- Assisted with homework assignments, conducted practice exercises, and administered periodic assessments to track progress.

## LEADERSHIP EXPERIENCE

---

**Youth Speak Forum-** *Core Committee Vice President Marketing*

- Designed 50+ physical and digital communication plans for Youth Speak alongside the team.
- Ensured consistent and unison marketing messages across all promotional materials.

**World Café-** *Core Committee Vice President Marketing*

- Designed and executed marketing & communication plan for 100+ delegates.
- Collaborated with marketing portfolio to design physical and digital attractions to increase traffic by 20%

**AIIESEC in Romania-** *Entity Support Team- Graphic Designer*

- Developed marketing campaigns for the social media pages on Instagram and LinkedIn for more than 4000 followers.
- Conducted research and analyzed data to identify and define audiences.

**Project Rakt-** *Social Media Manager*

- Developed and implemented a comprehensive social media strategy for Rakt, resulting in a 30% increase in brand awareness and a 50% growth in social media followership.
- Created and curated engaging content across various social media platforms, resulting in a 20% increase in user engagement and a 15% boost in post reach.

## SKILLS

---

Social Media Strategy Development  
Content Creation and Curation  
Campaign Planning and Execution

Branding and Consistency  
Trend Awareness and Adaptability  
Microsoft Office

