



Samay

Budhathoki Chhetri

Business Development
Management Consultant

My Contact

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My Skills

Project Management



Problem-Solving



Creativity



Leadership



Education Background

Master of Business Administration (MBA)

Currently Running

Western Mega College, Butwal

Bachelor of Business Studies (BBS)

Aims College, Butwal

+2 (Intermediate)

Siddhababa Campus, Butwal

School Living Certificate (SLC)

Kanti Ma Vi, Butwal



Honors & Achievements

2nd Double Diamond

Recognized at

Apilife International Pvt Ltd

2nd Highest Achiever

Recognized at

Apilife International Pvt Ltd

Target Achiever (Bike)

Recognized at

Apilife International Pvt Ltd

Nominee

Nominated as Marketing & Training Director of Bagmati Province

Apilife International Pvt Ltd

Professional Competencies

Team Leadership

Cross-functional team management
Performance optimization using OKRs/KPIs
Conflict resolution and team dynamics

Sales & Marketing

Revenue growth strategies
Market analysis and consumer behavior
Client relationship management

Strategic Planning

Business roadmap development
Resource allocation and budgeting
Risk management and SWOT analysis

Time Management

Workflow optimization
Complex project scheduling
Multi-work stream coordination

Mobile & App Development

Cross-platform development (Flutter/Dart)
Vibe-Coding



Work Experience

Lumbini Province Regional Manager

August 2025 – Present

Global Diary Pvt Ltd

- Responsible for overseeing regional operations and driving user adoption strategies for the AI-social platform
- Manage regional team workflows and coordinate beta-phase feedback between local users and headquarters
- Identify strategic partnerships to expand brand presence and digital community engagement

Product Marketing Manager & Freelancing

Apilife International Pvt Ltd

January 2020 – January 2024

- Led a prominent, successful, and qualified team, achieving status as the 2nd highest achiever in the company
- Worked as a Freelance Product & Marketing Consultant across Bharatpur, Pokhara, and Butwal

Languages

Nepali: 100%
Hindi: 95%
English: 80%

References

Apilife International Pvt Ltd (Kathmandu)
014813657
Tutu Professional Cosmetics (Butwal)
9857029745
Best Cosmetics Udyog (Butwal)
9800775677

Distributor

Tutu Professional Cosmetics

January 2019 – January 2020

- Specialized in Product Marketing, Sales Management, and Accounting
- Managed grievance handling, customer needs analysis, and problem identification/solving

Production Manager

Best Cosmetics Udyog

September 2018 – December 2018

- Managed production-related setups and input-output handling
- Oversaw staff recruitment, accounts, and sales management

After Sales Service Engineer

IMS Care (Samsung Mobile)

July 2017 – August 2018

- Handled customer grievances and office day-to-day performance management
- Performed software and hardware installations

After Sales Service Engineer

CG Mobiles

June 2016 – June 2017

- Managed customer grievances and performed software/hardware installations
- Oversaw daily office performance management