

PRANJU SHRESTHA

Digital Marketing Enthusiast



CONTACT



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Kathmandu



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EDUCATION

Bachelors of Business Administration

University of Northampton
September 2023

High School

St.Mary's High School
June 2019

Fundamentals of Digital Marketing

Google Digital Garage
IIDE
Ascendify

Google Analytics:

Google Analytics Academy

LANGUAGES:

Nepali Mother tongue

English Professional

Hindi Conversational

Spanish Basic

SUMMARY:

Recent marketing graduate with a focus on digital marketing, equipped with practical experience from several digital marketing courses. Skilled in SEO, SEM, social media management, email marketing, content creation, and analytics. Passionate about digital marketing and always eager to learn new skills and techniques. Strong attention to detail, ability to work under tight deadlines, and excellent communication skills. Looking for an opportunity to apply my skills and knowledge to help companies grow their digital presence.

SKILLS:

SEO/SEM

Communication

Multi-tasking

Content-creation

Creativity

Leadership

Graphic Design

Content-Marketing

Email-marketing

Google-Analytics

Team-player

WORK EXPERIENCE

Internship

2023

IIDE | India

- Strong written and verbal communication skills, as evidenced by blog writing and Quora question creation.
- Understanding of digital marketing strategies such as SEO and SEM, as well as digital tools such as Google Analytics and social media platforms.
- Experience creating engaging visual aids and delivering information to audiences, as well as effective presentation skills.
- Ability to work both independently and collaboratively, as well as a strong work ethic and a commitment to meeting project deadlines.
- Knowledge of industry trends and best practices in digital marketing, as well as creative problem-solving abilities.

Social Media Handler

2021-2022

7 Thirteen Unisex Hair Salon Pvt. Ltd. | Kathmandu

- Managed the salon's social media accounts, including Facebook, by responding to customer inquiries and engaging with customers on a daily basis to build strong relationships and promote the brand.
- Created visually appealing and engaging digital content, such as graphics and images, using Canva to promote the salon's products and services on social media.

Other than digital field, I also did a two month internship as Customer Service Representative at Garima Development Bank and two month project at Rinagze Pvt. Ltd. as Customer Service Representative. Moreover, I also did a voice-over for Customer Care- MI Nepal.