



Amrit Adhikari

Address: Maitidevi, Kathmandu, Central Development Region, Nepal
Phone: 9847453667, 9824447076
Email: amrit56564@yahoo.com
Date of Birth: Feb. 26, 1993

Objective

To enhance my knowledge and capability by working in a dynamic organization that pride itself in giving substantial responsibility in an exploring talent.

Work Experience

December, 2019 -
January, 2021

Digital Marketing Manager

DA Investment Pvt. Ltd
Panchakanya Marga, Kathmandu

- Lead, supervise and motivate the team for innovative strategies. Similarly, collaborate with agencies and other vendor partners.
- Plan and execute all digital marketing strategies, including SEO/SEM, marketing database, email, social media, Google AdWords, Facebook and display advertising campaigns as well monitor campaign budgets.
- Design, build and maintain social media presence with an attractive design by using technology, including computer software programs. Need to work out for logo animation with 2D/3D effect as per the requirement.
- Responsible for the identification and evaluation of new digital technologies and uses of Web analytics tools (Google Analytics, Web Trends etc.) to measure site traffic to better optimize marketing campaigns, email marketing, social media and display and search advertising. • Provide creative ideas for content marketing and create/update website & make collaboration with team to improve user experience.
- Responsible for the Development of the medium and long term digital strategic roadmap that delivers aggressive income and growth targets. Accountable for not meeting the target through Strategic marketing.

Records/Documents to be maintained:

1. Documentation of every research method, data collection, data analysis and Report submission.
2. Marketing Plans, Directives Agreements, proposals.
3. Data clarifying target audiences.
4. Employee and Intern evaluation report.

July, 2018 - December, 2019

Digital Marketing Officer (Offshore)

Sydney Metro College, Level 2, 16-22 Wentworth Avenue, Surry Hills, Sydney, NSW 2010, AUSTRALIA.
Bagbazar, Kathmandu, Central Development Region, Nepal

Chores Includes:

- Analyzing business performance with the help of digital tools and reports
- Analyzing the available resources and digital tools. Web traffic analysis using various digital tools like Google analytics
- Preparing interactive strategic digital marketing plan
- Creating awareness about the company's brand
- Assuring proper implementation of different digital marketing tools and techniques such as SEO, PPC advertisement, email marketing, etc.
- Keyword analysis and research
- Analyzing and checking the success of the digital marketing techniques used
- Providing online help to clients to achieve success
- Design related artworks and optimization.

September, 2017 - March, 2018

Senior Image Executive

Branditude Nepal Pvt. Ltd.
Ratopul, Kathmandu Nepal.

Responsibilities included:

- Plan and execute all digital marketing including SEO/SEM, marketing database, email, social media and display advertising campaigns of the company.
- Design, build and maintain social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborative with internal teams to create landing pages and optimize user experience.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

July, 2017 - December, 2017

Sales And Technical Support.

Lifestyle Holidays Pvt. Ltd.
Seto Durbar Gate, Durbar Marg, Kathmandu

Responsibilities included:

- WordPress Development - Develop and Manage Company's website.
- Graphic Designing - Develop new content and designs for website.
- Database Management - Create Database of Clientes and Suppliers.
- Internal Tech Setup - Prepare Program Setup and Installing, Anti-Virus and Computer Networks in Office.
- Visa Solution - Re-search and collect all the information required for Visa processing.
- Sales Support - Document Preparation, Payment Collection and Delivery for Sales Team. Digital Marketing and SEO expertise for company.

Education

February, 2017

(Bachelor) - Bsc It (Hons) CGPA 3.33

Asia Pacific University, Malaysia, The Ministry Of Education (Malay: Kementerian Pendidikan)

May, 2012 **(Intermediate) - Intermediate Science (10+2) 56.50%**
Saurya International College, Sinamangal, Kathmandu, Higher Secondary
Education Board

April, 2009 **(Slc (10th)) - SLC (10th) School Leaving Certificate.. 76.38%**
Shree Sharada Higher Secondary School, Mainapokhar, Bardiya, SLC Board

Training/Certificates

March, 2017 (6 Months) **Digital Marketing (Online)**
Show Academy, Bengaluru, India

August, 2012 (6 Months) **Hardware and Networking**
IT Computer Institute, Kirtipur, Kathmandu

March, 2012 (3 Months) **Website Design And Development**
e Prabidhi, Putalisadak, Kathmandu

Job Preference

Looking for: Senior Level
Job Categories: Creative / Graphics / Designing, IT & Telecommunication, Marketing / Advertising /
Customer Service
Available for: Full Time, Part Time, Contract
Expected Salary: (Above) NRs 80,000.00 (Monthly)
Current Salary: (Equals) NRs 50,000.00 (Monthly)

Language

Maithali (Avg: 4.0)

Reading - 4, Speaking - 4, Writing - 3, Listening - 5

Nepali (Avg: 5.0)

Reading - 5, Speaking - 5, Writing - 5, Listening - 5

Hindi (Avg: 4.5)

Reading - 4, Speaking - 5, Writing - 4, Listening - 5

English (Avg: 5.0)

Reading - 5, Speaking - 5, Writing - 5, Listening - 5

References

Shanta Shrestha

Managing Director
Sydney Metro College, Sydney, Australia
+61-289370991

Mr. Dr Jimmy Wong

Senior Professor
Taylor's University
+60-127807932

Rehena Sthapit

Office Secretary
DA Investment Pvt. Ltd.
9840946528, 015107445

Specializations and Skills

Specializations

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Web Development, Big Data, Digital Marketing, Search Engine Optimization, Google Analytics, Google Search Network, Adobe After Effects, Google Ads

Skills

Leadership Skills, Strong Communication & Interpersonal Skills, Strong Work Ethic & Self Motivating, Able To Deal With Pressure & Work Autonomously, Time Management ; Able To Prioritize, Effective Collaboration With Stakeholders

Personal Information

Gender: Male

Current Address: Maitidevi, Kathmandu, Central Development Region, Nepal

Permanent Address: Khajura road, Nepalgunj

Marital Status: Unmarried

Religion: Humanity

Nationality: Nepali

Social Accounts

Amrit Adhikari: <http://www.facebook.com/amrit.adhikari56564>

Amrit Adhikari: http://www.instagram.com/amrit_adhikari56564

Amrit Adhikari: <http://www.twitter.com/amrit56564>

Other Information

Willing to travel outside of residing location during the job: Yes

Two Wheeler License: Yes

Own Two Wheeler: Yes