



Amrit Adhikari

Address: Basundhara, Kathmandu, Central Development Region, Nepal

Phone: 9847453667

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Date of Birth: Feb. 26, 1993

CAREER SUMMARY / OBJECTIVE

Experienced business development, sales and digital marketing professional with strong background in fintech business and marketing, digital campaigns, and academic instruction. Currently engaged in promoting national payment systems at Nepal Clearing House Ltd. (NCHL), with hands-on experience in strategy development,, vendor coordination, and public relations. Proven ability to build long-term partnerships, exceed revenue targets, and lead cross-functional collaboration. Seeking a challenging leadership role to contribute toward organizational growth and innovation.

WORK EXPERIENCE

8 years

Digital Marketing and Retail Business Head

January, 2022 - May, 2026

Nepal Clearing House (NCHL) - Kamaladi, Kathmandu

4 years, 4 months

- Developed and executed business development strategies to increase revenue growth and market expansion.
- Identified new business opportunities, strategic partnerships, and client acquisition channels.
- Managed key stakeholder and client relationships to ensure long-term business collaboration and customer satisfaction.
- Conducted market research, competitor analysis, and trend monitoring to identify growth opportunities in digital and fintech sectors.
- Negotiated business deals, partnership agreements, and commercial contracts with corporate clients and partners.
- Collaborated with cross-functional teams including sales, marketing, operations, and customer support to achieve business objectives.
- Led and supervised sales and business development activities to meet monthly and annual targets.
- Prepared business proposals, presentations, and performance reports for management review.
- Coordinated with merchants, corporate partners, and vendors to strengthen business networks and service expansion.
- Ensured effective implementation of customer engagement and retention strategies.
- Managed digital marketing channels and daily social media operations, ensuring timely response to customer queries and effective coordination with internal and external stakeholders, contributing to improved response turnaround times.
- Researched developments, events, publications, and regulatory updates within the payment and settlement ecosystem, enabling informed marketing strategies and content planning.
- Supported regular communication and relationship management with member BFIs and non-BFIs, contributing to stronger stakeholder engagement and collaboration.
- Coordinated website content updates, SEO/SEM initiatives, and optimization of corporate and product-specific websites, contributing to improved search visibility and traffic performance.
- Managed vendor coordination and follow-ups to ensure timely delivery of agreed deliverables, adherence to timelines, and alignment with approved budgets and quality standards.

Accomplishments:

- Successfully increased business revenue and client acquisition through strategic partnership development and targeted business campaigns.

- Built and maintained strong relationships with corporate clients, contributing to long-term business growth and customer retention.
- Achieved and exceeded sales and business development targets through effective market expansion strategies.
- Played a key role in onboarding new merchants (1 million+) and business partners, improving overall market presence.
- Led successful negotiations resulting in profitable business agreements and partnership opportunities.
- Contributed to brand visibility and market growth through innovative business promotion initiatives.
- Demonstrated strong leadership and team collaboration skills in achieving organizational goals and business KPIs.
- Supported digital transformation and fintech adoption initiatives through strategic business engagement activities.
- Recognized for proactive problem-solving, communication skills, and result-oriented performance.

Digital Marketing Manager

December, 2019 - September, 2021

DA Investment Pvt. Ltd - Panchakanya Marga, Kathmandu

1 year, 9 months

- 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.

Digital Marketing Officer (Offshore)

July, 2018 - December, 2019

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.

Senior Image Executive

September, 2017 - March, 2018

Branditude Nepal Pvt. Ltd. - Ratopul, Kathmandu Nepal.

6 months

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.

EDUCATION

Graduate (Masters)

May, 2022

Master Of Computer Information System - CGPA 3.88

Nepal College of Information Technology (NCIT), Lalitpur

Pokhara University, Nepal

Under Graduate (Bachelor)

February, 2017

Bsc It (Hons) - CGPA 3.33

Asia Pacific University, Malaysia

The Ministry Of Education (Malay: Kementerian Pendidikan)

Higher Secondary (+2/A Levels/Ib)

May, 2012

Intermediate Science (10+2) - 56.50%

Saurya International College, Sinamangal, Kathmandu

Higher Secondary Education Board (HSEB), Nepal Government

School (Slc/ See)

April, 2009

SLC (10th) School Leaving Certificate - 76.38%

Shree Sharada Higher Secondary School, Mainapokhar, Bardiya

National Examinations Board (NEB), Nepal Government

SKILL

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

TRAINING/CERTIFICATES

Digital Marketing (Online) (6 Months)

March, 2017

Show Academy, Bengaluru, India

Computer Hardware and Networking (6 Months)

August, 2012

IT Computer Institute, Kirtipur, Kathmandu

e Prabidhi, Putalisadak, Kathmandu

LANGUAGE

Maithili

Reading - Good Speaking - Good Writing - Average Listening - Excellent

Nepali

Reading - Excellent Speaking - Excellent Writing - Excellent Listening - Excellent

Hindi

Reading - Good Speaking - Excellent Writing - Good Listening - Excellent

English

Reading - Excellent Speaking - Excellent Writing - Excellent Listening - Excellent

REFERENCE

Shanta Shrestha

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

Rehena Sthapit

Office Secretary
DA Investment Pvt. Ltd.
9840946528, 015107445

Mr. Dr Jimmy Wong

Senior Professor
Taylor's University
+60-127807932

Vivek Giri

Chief Business Officer
Nepal Clearing House (NCHL) connectIPS
9813898138

JOB PREFERENCE

Preferred Job Location	: kathmandu
Preferred Industries	: Banks, Designing / Printing / Publishing, Education - School & Colleges, Information / Computer / Technology, E-Commerce/ E-Business
Preferred Job Categories	: IT & Telecommunication, Creative / Graphics / Designing, Marketing / Advertising / Customer Service, Teaching / Education
Preferred Job Title	: Manager
Looking for	: Top Level
Available for	: Full Time, Part Time
Expected Salary	: Above NRs 200,000 (Monthly)
Current Salary	: Equals NRs 180,000 (Monthly)

PERSONAL INFORMATION

Gender : Male

Religion : Humanity

Nationality : Nepali

Marital Status : Married

Permanent Address : Khajura road, Nepalgunj

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

PROFESSIONAL / PORTFOLIO ACCOUNT

Amrit Adhikari : <https://www.linkedin.com/in/amrit-adhikari/>

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

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

Website : <https://adhikariamrit.com.np/>

OTHER INFORMATION

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

Willing to temporarily relocate outside of residing location during the job period: Yes

Two Wheeler License: Yes

Own Two Wheeler: Yes

Four Wheeler License: Yes

Own Four Wheeler: No
