Sneha Karki

MARKETING OFFICER — DIGITAL AND BRAND

sneha.karki@example.com | +977 98XXXXXXXX | Kathmandu | snehakarki.com.np | linkedin.com/in/snehakarki

PROFILE

Marketing officer with four years across retail and education brands in Kathmandu. Runs a Rs 3 lakh monthly Facebook and TikTok ad budget, and grew a page from 18,000 to 71,000 followers in fourteen months. Handles campaign planning, content calendars and on-ground activation at colleges and trade fairs. Comfortable reporting cost per lead rather than reach.

EXPERIENCE

Marketing Officer — Ashoj 2081 – Present

Education consultancy · Putalisadak, Kathmandu

- Manage a Rs 3 lakh monthly ad budget across Facebook, Instagram and TikTok
- Reduced cost per enquiry from Rs 420 to Rs 190 over two intake seasons
- Grew the main page from 18,000 to 71,000 followers in fourteen months
- Run on-ground activation at eight colleges per intake, generating around 600 direct enquiries

Digital Marketing Associate — Baishakh 2079 – Bhadau 2081

Retail brand · Kathmandu

- Planned and published a weekly content calendar across three channels
- Coordinated with two content creators on monthly campaign shoots
- Maintained weekly performance reporting on reach, engagement and conversion

SKILLS

Meta Ads Manager | TikTok advertising | Content planning | Campaign reporting and CPL | Canva and basic video editing | Google Analytics

EDUCATION

BBA (Marketing) — 2075 – 2079

Kathmandu University affiliated college · Kathmandu

PROJECTS

Intake campaign — Shrawan 2082

Planned and ran a six-week admission campaign across three channels on a Rs 4.5 lakh budget, producing around 900 enquiries at Rs 190 each.

LANGUAGES

Nepali	Native
English	Professional
Hindi	Conversational

CERTIFICATIONS

Meta Certified Digital Marketing Associate — 2081

Meta

Sample from careerkyt.com — make your own free

Google Analytics Individual Qualification 2080

Google

Sample from careerkyt.com — make your own free