



Ashim Shrestha

Digital Marketer | Graphics Designer | WordPress Developer

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Professional Summary

Experienced **Digital Marketer, Graphics Designer, and WordPress Developer** with over **5 years** of experience working with **national and international clients** across diverse industries. I have successfully led and collaborated on projects that have boosted business visibility, improved customer engagement, and enhanced overall online presence. Adept at delivering solutions tailored to specific business needs, I have worked with more than **50 companies** and consistently strive to exceed expectations.

Core Competencies

- **Digital Marketing** (SEO, PPC, Content Marketing, Social Media Strategy)
- **Graphics Design** (Branding, Logo Design, Marketing Collaterals)
- **WordPress Development** (Website Design, Optimization, Security)
- **Web Development** (Full-Stack Development, Responsive Design)
- **Video Editing** (Professional Editing for Promotional Content)

What Can I Do :

1. **Digital Marketing Strategy**

I will develop a comprehensive marketing plan that includes **SEO (Search Engine Optimization)**, **content marketing**, **PPC (Pay-Per-Click)** advertising, and **social media marketing**. This strategy will ensure that your brand is not only visible but also engaging to your target audience, leading to increased traffic, conversion rates, and sales.

2. **Graphic Design & Branding**

From **logo design** to **marketing materials** such as brochures and banners, I specialize in crafting a consistent and professional visual identity for businesses. A cohesive design enhances brand credibility, making it easier for customers to trust and remember your company.

3. **Website Development & Optimization**

A fast, responsive, and SEO-optimized website is crucial for any business looking to grow online. I will design or optimize your existing website using **WordPress** to improve user experience, enhance functionality, and drive more organic traffic. Additionally, I will implement advanced security features and mobile responsiveness to ensure your website meets the highest industry standards.

How Can I Benefit Your Business:

- **Increased Online Visibility:** Through targeted SEO and digital marketing efforts, your company will appear in front of the right audience at the right time.
- **Enhanced Brand Image:** Professionally designed branding materials will create a lasting impression, ensuring that your business stands out in a crowded marketplace.
- **Improved Customer Experience:** With a user-friendly website and engaging content, your customers will enjoy a seamless journey from initial interest to purchase, leading to higher conversion rates and customer satisfaction.
- **Data-Driven Growth:** I provide actionable insights and regular reports that will help you make informed decisions to further grow your business.

Clients & Experiences

Throughout my professional journey, I have worked with diverse clients, offering tailored services in **digital marketing, IT support, and business development**. Below is a detailed overview of my roles and notable clients.

IT Assistant

Eastern College of Engineering

Year: 2021 - 2022

As an IT Assistant at Eastern College of Engineering, I played a critical role in managing the IT infrastructure, ensuring smooth operations of the digital systems, and assisting in the implementation of new technologies to enhance educational processes. My responsibilities included:

- Maintenance and troubleshooting of network systems.
 - Assisting in the deployment of educational software and tools.
 - Providing technical support to faculty and students.
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Marketing Manager

Mr. HVAC & MEP ENGINEERING Pvt. Ltd.

July 2022 - Present

As the Marketing Manager, I strategized and executed marketing campaigns that have contributed to a 30% increase in client inquiries. I worked closely with the team to optimize the company's online presence and build lasting relationships with both B2B and B2C clients.

Notable Clients

I've had the privilege to collaborate with a wide range of clients from different industries, delivering tailored solutions that meet their specific needs:

1. **Birat College**

Provided comprehensive digital marketing services, enhancing the college's online visibility and boosting student admissions through SEO, PPC, and social media campaigns.

2. **Applied College of Management, Biratnagar**

Developed and optimized their website using WordPress, ensuring a user-friendly interface and integrating SEO strategies to increase organic traffic.

3. **Law College of Management, Biratnagar**

Assisted in creating a marketing plan that improved student outreach and engagement through a robust digital campaign, which included social media advertising and content creation.

4. **Let's Connect Store**

Led the e-commerce development for Let's Connect Store, optimizing the website for better user experience and search engine ranking, leading to increased online sales.

5. **Nirbhik Optical**

Provided branding and graphics design services, developing a strong visual identity that resonated with customers, along with targeted online marketing campaigns.

6. **Happy Pharma**

Worked on their digital presence by creating a comprehensive SEO strategy and establishing an effective social media marketing plan, which boosted their visibility in local searches.

7. **Balbalika Clinic**

Designed their digital marketing strategy and built a responsive WordPress website to streamline patient inquiries and appointment booking, improving customer satisfaction and clinic footfall.

8. **Kefirecords Damak**

Provided graphics design, branding services, and digital marketing,

helping them strengthen their online identity and attract more clients through engaging visual content and promotional campaigns.

9. **And many more**

My portfolio includes a wide range of clients from various sectors, including education, healthcare, retail, and entertainment, each benefiting from tailored marketing and IT solutions.

These roles and experiences have allowed me to refine my skills in **digital marketing, IT infrastructure management, and business development**, making me adept at crafting solutions that not only meet client needs but also drive sustainable growth.

Education

Computer Sub-Engineering

Himalayan Higher Secondary School

- Damak , Jhapa District

Intermediate In Computer Science

Siddhartha Higher Secondary School

- **Damak , Jhapa District**

Bachelor Degree In Information Technology

Purbanchal School of Science and Technology

- Biratnagar

Certifications

- **Google Analytics Certified**
 - **Certified SEO Professional**
 - **Advanced WordPress Development**
 - **Professional Video Editing and Graphics Design**
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Technical Skills

- **Tools:** Adobe Photoshop, Illustrator, After Effects, Premiere Pro, WordPress, Elementor, Divi, Visual Composer
 - **Languages:** HTML, CSS, JavaScript, PHP, Java, MySQL
 - **Marketing Tools:** Google Analytics, SEMrush, Ahrefs, Mailchimp, HubSpot, Hootsuite
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Contact Information

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