



# SANZEENA SHRESTHA

SOCIAL MEDIA MANAGER / DIGITAL MARKETER

## CONTACT

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## CORE SKILLS

- Social Media Management
- Facebook and Instagram Ads
- Campaign Planning and Execution
- Leadership and Team Coordination
- Problem Solving

## SOFT SKILLS

- Event Management
- Adaptability
- Creativity
- Communication and Interpersonal Skills
- Strategic Planning

## TOOL PROFICIENCY

- Meta Ads
- Google Ads
- Canva
- Microsoft Office

## LANGUAGES

- English (Fluent)
- Nepali (Fluent)
- Newari (Basic)
- Hindi (Intermediate)

## PROFILE

Experienced digital marketer and project manager with a background in brand promotion, client servicing, and campaign execution. Skilled in leading teams, crafting strategies, and delivering impactful results. Looking to leverage leadership and project management expertise in dynamic environments.

## WORK EXPERIENCE

- Karobar Digital Pvt. Ltd.** JUNE 2025- PRESENT  
Social Media Manager- International Markets  
Recently joined the Karobar App team to lead and support the brand's growing international social media presence. My key responsibilities include:
  - Supporting and gradually taking on leadership in guiding Social Media Executives.
  - Designing localized social media strategies to effectively engage diverse audiences across different regions.
  - Initiating collaborations with influencers and content creators to enhance brand reach and credibility.
  - Coordinating content calendars to ensure timely, market-relevant, and platform-appropriate posts.
  - Analyzing early performance data (engagement, impressions, follower growth) to optimize content direction.
  - Maintaining a consistent and authentic brand voice and visual identity across global platforms.
  - Researching local digital trends, hashtags, and competitor activity to fuel innovative content ideas.
  - Contributing to paid campaign strategies by drafting ad copies and ideating creative concepts.
- Pycus Holdings Pvt. Ltd.** DEC 2021- APR 2025  
Client Servicing Executive & Project Manager  
Led integrated marketing efforts for over 15 clients across diverse industries, ensuring 100% on-time delivery and high client satisfaction. My work spanned across social media, digital campaigns, branding, and cross-functional team coordination. Key contributions included:
  - Managed day-to-day client communication, ensuring deliverables were aligned with goals and consistently delivered on time.
  - Supervised and coordinated with creative teams, including copywriters, designers, and video producers, to ensure cohesive brand storytelling.
  - Planned and executed paid ad strategies across Meta and Google, tailored to each client's market and objectives.
  - Developed localized social media strategies for international clients, ensuring cultural relevance and brand consistency.
  - Launched and managed influencer collaborations, building long-term partnerships with creators to boost campaign reach.

# RECOMENDATIONS

## KASHYAP SHAKYA

Pycus Holdings/ Co- Founder

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## RAHUL SHAKYA

Pycus Holdings/ Co- Founder

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- Oversaw content creation workflows, managing calendars, post scheduling, and ensuring timely execution aligned with brand tone.
- Monitored performance metrics weekly and shared insights with teams to refine content and campaign effectiveness.
- Directed cross-functional collaboration with 15+ team members across departments, helping balance workloads and improve team morale.
- Contributed to branding projects, assisting in logo design and brand ideation to support new and evolving identities.
- Planned and executed integrated marketing efforts including ATL, BTL, and TTL campaigns—along with on-ground activations and event management.
- Played a key role in SEO initiatives, coordinating blog content, keyword strategy, and basic technical implementation.
- Collaborated in launching a sports e-commerce platform, supporting everything from structural planning to digital promotion.
- Led end-to-end marketing campaigns—from strategy to execution—enhancing brand visibility, audience engagement, and client satisfaction.

This role helped me grow into a flexible and hands-on marketer, capable of bridging strategy, creativity, and execution while working across teams and timelines.

### eCademy Nepal (White Hat Pvt. Ltd.)

JUNE 2020- SEPT 2021

Social Media Marketing Intern

Built a solid foundation in digital marketing by applying academic knowledge to real-world campaigns and supporting the team across multiple platforms. Key contributions included:

- Gained hands-on experience with Facebook Ads Manager, from setting up campaigns and boosting posts to optimizing performance and generating reports.
- Collaborated with the creative team to design engaging ad creatives that aligned with brand goals and resonated with target audiences.
- Conducted market research to track digital trends and understand consumer behavior, helping inform strategy and campaign direction.
- Supported the management of brand presence on Facebook and Instagram, contributing to content planning and audience engagement.
- Applied classroom concepts—such as SEO basics, content strategy, and campaign analysis—to real marketing scenarios.
- Enhanced data analytics skills by interpreting campaign results and identifying opportunities to improve marketing performance.

### AVANI ADVERTISING AGENCY

NOV 2019 - FEB 2020

Graphic Design Intern

Completed a 3-month internship in the Creative Department, where I actively contributed to advertising campaigns and learned the fundamentals of agency life. Key highlights included:

- Worked closely with the creative team on brainstorming sessions, campaign development, and content ideation.
- Strengthened conceptual and visual thinking skills through real-time projects and feedback from senior creatives.
- Gained hands-on exposure to agency workflows, understanding how client briefs evolve into finished campaigns.
- Adapted quickly to a fast-paced environment, demonstrating curiosity, enthusiasm, and a strong willingness to learn.

# EDUCATION AND CERTIFICATIONS

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## Campus Immersion Program | IIDE 2025

- Mastered key concepts in ad psychology, design thinking, and digital storytelling to create more engaging and effective marketing campaigns.
- Gained proficiency in building interactive dashboards to visualize data and derive actionable insights.
- Applied principles of gamification and advanced content creation techniques to enhance user engagement.
- Demonstrated teamwork and rapid innovation by participating in a highlight collaborative hackathon program.

## Indian Institute of Digital Education, IIDE

Post Graduation Programme in Digital Marketing | 2025

Completed a 6-month advanced certification designed for professionals, freelancers, and agency leaders. Key learnings and achievements:

- Gained in-depth expertise in SEO, SEM, content marketing, and social media strategy.
- Developed strong capabilities in digital strategy, campaign planning, and performance analytics.
- Participated in mentorship sessions and networking opportunities, enhancing leadership and industry insight.
- Equipped to drive brand growth through strategic, results-oriented digital marketing solutions.

## St. Xavier's College | Maitighar, Nepal

Bachelor in Information Management | 2021

- **Core Member - SXC Sports Club**
  - Organized and led college-level events, including a marathon with over 1,000 participants, as well as basketball and cricket tournaments—enhancing event management, coordination, and team leadership skills.
- **Volunteer - Zest Fest (Inter-College Event)**
  - Collaborated with academic departments like BBS to plan and execute large-scale inter-college activities, strengthening cross-team communication and logistical planning abilities.
- **Academic Engagement**
  - Maintained a strong academic track while actively participating in class discussions, group projects, and taking a proactive approach to assignments.
- **Personal Development**
  - Demonstrated a consistent eagerness to learn, take initiative, and contribute meaningfully to both academic and extracurricular responsibilities.

## Pentasoft

Basic Graphic Designing | 2018

- Completed a foundational course in graphic design focused on creative and technical design principles.
- Gained practical knowledge of typography, layout design, color theory, and visual composition.
- Learned to create digital and print-ready materials using industry-standard tools (e.g., Adobe Photoshop, Illustrator).
- Developed an eye for design aesthetics and brand consistency through hands-on projects.