

Sanzeena Shrestha

Digital Marketing Specialist | Social Media | Paid Media | Growth Marketing

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Professional Summary

Digital Marketing & Social Media Specialist with 5+ years of experience delivering growth-focused marketing campaigns across international markets including Southeast Asia, Africa, and the Pacific. Specialist in paid social, influencer partnerships, and full-funnel campaign strategy across Meta, TikTok, and Google Ads. Proven track record of increasing audience engagement, building online communities, and supporting business growth through data-driven marketing initiatives. Skilled in Meta Ads Manager, Google Ads, analytics reporting, campaign optimisation, and cross-functional stakeholder management.

Key Skills

• Social Media Strategy • Content Marketing • Paid Social Advertising • Meta Ads Manager • Google Ads • Influencer Marketing • Community Management • Campaign Optimization • Performance Analytics • Brand Management • Marketing Reporting • Cross-Functional Collaboration • Teamwork • Time Management • Positive Attitude • Multitasking

Professional Experience

Social Media Manager- International Markets

Karobar Digital Pvt. Ltd.

June 2025 – Apr 2026

- Led social media strategy for international markets- Philippines, Indonesia, Nigeria, Kenya and Tanzania across Meta, TikTok & YouTube.
- Developed and executed localized content strategies that increased overall social media reach by **185%**, engagement by **127%**, and audience growth by **110%** across international markets.
- Increased average engagement rate from **2.1% to 6.8%** and surpassed 270,000 video views on Instagram, demonstrating strong content resonance across international audiences.
- Scaled TikTok presence while generating more than **180,000 video views** and achieving an average engagement rate of **8.5%**.
- Grew YouTube subscribers from **80 to 352 (+340%)** within six months and increased total watch time by **220%** through content optimization and audience engagement initiatives.
- Collaborated closely with Product Manager, Performance Marketing, Customer Support Department, Executives, and Design teams to align social media initiatives with broader business goals.
- Conducted market research, audience analysis, and competitor benchmarking to identify growth opportunities and optimize content performance.
- Managed annual social media advertising budgets, ensuring effective allocation and measurable business outcomes.
- Produced monthly and quarterly performance reports for Co-Founders, providing data-driven recommendations that improved campaign performance by **60%+**.
- Mentored junior social media executives, collaborating cross-functionally in support of business objectives, improving team productivity and campaign delivery timelines.

Client Servicing Executive & Project Manager

Pycus Holdings Pvt. Ltd.

Dec 2021 – Apr 2025

- Managed a portfolio of **30+ client accounts**, overseeing campaign strategy, execution, and performance reporting across diverse industries.
- Coordinated cross-functional teams of designers, content creators, developers, and media specialists to deliver **500+ projects** on time and within scope.

- Improved social media engagement by an average of **40%** and audience reach by **55%** through content optimization and campaign management.
- Planned and executed paid social and search campaigns with monthly budgets ranging from **AUD 1,000–2,000+ equivalent** on monthly basis.
- Led influencer marketing initiatives, collaborating with **70+ influencers** to increase brand awareness and audience engagement.
- Supported SEO and content marketing efforts, contributing to increased organic traffic and improved search rankings for client websites.
- Built and maintained strong client relationships, achieving a client retention rate of approximately **99%**.
- Developed monthly performance reports and strategic recommendations using Google Analytics, Meta Insights, and campaign data.

Social Media Marketing Intern eCademy Nepal

June 2020 – Sept 2021

- Assisted in the planning, execution, and optimization of social media campaigns across Facebook and Instagram.
- Conducted market research, competitor analysis, and audience insights to support campaign strategy development.
- Prepared campaign performance reports and recommendations based on key marketing metrics.
- Collaborated with content creators and designers to support digital marketing initiatives.

Graphic Design Intern Avani Advertising Agency

June 2019 – Feb 2020

- Created social media graphics, promotional materials, and visual content using industry-standard design tools.
- Collaborated with account managers and designers to ensure creative deliverables met client requirements and deadlines.
- Developed foundational skills in graphic design, brand communication, and agency operations.

Education

Master of Marketing (Current)
La Trobe University, Bundoora, Victoria (2026 – Present)

Bachelor of Information Management
St. Xavier's College, Tribhuwan University, Nepal (2016 – 2021)

Certifications:

Growth Marketing Foundations
LinkedIn Learning, May 2025

Digital Marketing Tools: Create a Marketing Campaign from Start to Finish
LinkedIn Learning, May 2025

Post Graduate Program in Digital Marketing
Indian Institute of Digital Education, March 2025

Campus Immersion Program
Indian Institute of Digital Education, March 2025

Social Media Marketing Foundations
LinkedIn Learning, Nov 2024

Additional Information

Work Rights

- Student Visa (Subclass 500)
- Eligible to work 48 hours per fortnight

Availability

- Immediate Start
- Evenings
- Public Holidays
- Weekdays
- Weekends

Languages

- English
- Nepali
- Hindi

References

Available upon request