



## Contact

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### Address

Kapan, Kathmandu, Nepal

### Website

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### LinkedIn

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## Education

2019

**+2 (Physics Major)**

St. Mary's High School

2023

**Bachelor of Business Administration**

University of Northampton

## Expertise

- Content Strategy
- Social Media Management
- Multimedia Content
- Audience Engagement
- Creative Writing

## Language

Nepali - Native

English - Fluent

Hindi - Conversational

Spanish - Basic

# Pranju Shrestha

Dynamic and creative professional with a comprehensive background in content creation, digital marketing, and customer engagement. Recently completed a BBA specializing in Marketing from the University of Northampton, blending academic insights with practical experience across roles such as Client Relations Officer, Digital Marketing Intern, Business Development Associate, and Social Media Handler.

## Experience

### JAN 2024 - Present

BBSM Holding Company | Chuchepati, Kathmandu

#### Business Development Associate

Led marketing campaigns, notably Valentine's, ensuring BBSM stores complied with international brand guidelines. Innovated social media content ideas to enhance brand engagement and awareness.

### JUL 2023 - OCT 2023

Classic Burger & Chicken King | Kapan, Kathmandu

#### Social Media Handler

Managed Facebook and Instagram for a restaurant, creating engaging content, including stories, food posters, offer designs, and menus using Canva and basic Photoshop.

### MAR 2023 - JUN 2023

GoodJobs Pvt. Ltd. | Sukedhara, Kathmandu

#### Client Relation Officer

Fostered effective client communication, researched new prospects, and analyzed market dynamics. Collaborated closely with the business development head for operational excellence.

### MAR 2023

IIDE | Delhi, India

#### Virtual Intern - Digital Marketing

Focused on SEO, blog and article writing, and social media campaigns, contributing to improved online presence and engagement strategies.

## Extra Activities

- Hosted "Entrepreneur Diaries," showcasing leadership in content creation and event management.
- Facilitated workshops for AIESEC Nepal, enhancing leadership and communication skills.
- Did Voice-over for MI Nepal, demonstrating multimedia content creation abilities.
- Participation in Ace Spectrum 2022, highlighting commitment to continuous learning and creativity in content-related activities.
- President of Golden Z Club of NAMI, leading various campaigns and events, demonstrating leadership and community engagement.
- Designed various posters, flexes, invitation cards, and other design materials using Canva Professional.

## Reference

References available upon request.