

BISHNU NAKARMI

Digital Marketing Strategist | Social Media Expert | Business Development

Kathmandu, Nepal

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B.Sc. CSIT — Tribhuvan University |

First Division (72.43%) |

Passed: 2024

PROFESSIONAL SUMMARY

Results-driven Business Development / Marketing Strategist with 8+ years of continuous experience spanning full-time roles and freelance engagements across Nepal and international markets. Proven track record in organic social media growth, content strategy, paid campaigns, SEO, and lead generation. Demonstrated ability to lead small teams, coordinate across technical and customer-facing departments, and build strong long-term client relationships. Founded and scaled a digital media brand from starting. Passionate about turning data-driven insights into creative campaigns that deliver measurable **ROI**.

CORE COMPETENCIES

Social Media	Organic Growth Strategy, Content Planning, Platform Management (Facebook, Instagram, TikTok, LinkedIn, YouTube)
Paid Advertising	Facebook Ads, Google Ads, Campaign Optimization, Audience Targeting, Retargeting, ROI Tracking
Content & SEO	Content Strategy, Copywriting, SEO/SEM, Keyword Research, Blog & Video Strategy
Analytics & Tools	Meta Business Suite, Google Analytics, Google Search Console, CRM Platforms, Canva, Hootsuite
Lead Generation	Funnel Building, Email Marketing, SME Growth Campaigns, Conversion Rate Optimization
Leadership	Team Management (2 direct reports), Cross-functional Collaboration (Technical & Customer Teams)
Client Relations	Stakeholder Management, Needs Assessment, Retention Strategy, Long-term Retainer Building
Other	Brand Positioning, Competitor Research, Campaign Reporting, B2B Proposal Writing

PROFESSIONAL EXPERIENCE

Freelance | Independent Digital Marketing Consultant Oct 2016 – Present

Continuous freelance practice running alongside all full-time roles — serving 10+ concurrent clients across Nepal, India, and international markets.

- ▶ Delivered end-to-end digital marketing services to SMEs, startups, and personal brands — including social media management, paid ads, SEO, and content creation across industries such as e-commerce, education, hospitality, and retail.
- ▶ Worked simultaneously with multiple companies at a time, managing distinct brand voices, campaign strategies, and reporting pipelines in parallel without conflict.
- ▶ Specialized in lead generation funnels and audience growth strategies, consistently helping clients increase organic reach and reduce cost-per-lead.
- ▶ Managed Facebook and Google Ads campaigns with budgets ranging from small to mid-scale, optimizing for conversions and brand visibility.
- ▶ Built long-term retainer relationships based on consistent performance, transparent reporting, and proactive strategy updates — maintaining a strong client retention record throughout 8+ years.

Just Indian Things | **Founder & Content Strategist** *Dec 2019 – Feb 2025*

- ▶ Founded and grew a multi-platform digital media brand from zero to a significant following across Instagram, Facebook, and YouTube with zero ad spend — through purely organic content strategy and algorithm-first thinking.
- ▶ Developed and executed content calendars, creative direction, and audience engagement strategies that drove consistent follower and engagement growth over 5 years.
- ▶ Monetized the brand through partnerships, collaborations, and sponsored content, demonstrating end-to-end influencer and content marketing capabilities.
- ▶ Managed all aspects independently — content creation, community management, analytics review, and iterative strategy improvement.

Nest Nepal | **Digital Marketing Manager** *Sep 2022 – Feb 2025*

Joined Nest Nepal from the very beginning and helped build its digital presence from the ground up, ultimately achieving close to 100% digital marketing-driven sales turnover in the final months.

- ▶ Led all digital marketing initiatives for a hosting and cloud services company — managing social media channels, SEO, paid campaigns, and content pipelines.
- ▶ Grew the company's digital presence from scratch, building brand awareness in a competitive B2B tech space and driving measurable lead volume growth quarter-over-quarter.
- ▶ Managed and mentored a team of 2 direct reports, coordinating with the technical team to understand product capabilities and translating them into customer-facing messaging that resonated with end users.
- ▶ Bridged the gap between technical teams and customers by deeply understanding both sides — conducting discovery sessions with the tech team and feedback interviews with clients to align campaigns with real business value.
- ▶ Designed and executed data-driven campaigns that improved lead quality and boosted conversion rates for hosting and cloud service packages.
- ▶ Managed CRM pipelines to track leads, nurture prospects, and ensure timely follow-ups — improving sales team efficiency and pipeline visibility.
- ▶ Secured long-term B2B partnerships by creating tailored digital pitch materials and online presence strategies aligned with client business models.

- ▶ Built and maintained strong client relationships by actively listening to their needs, providing consistent value, and proactively addressing concerns — resulting in high retention and referral business.

Ninja Infosys | **Digital Marketing Manager** *Sep 2020 – Sep 2023*

- ▶ Planned and executed digital admission campaigns for schools and colleges, driving enrollment inquiries through Facebook Ads, Google Ads, and SEO.
- ▶ Managed multiple client social media accounts simultaneously, ensuring consistent brand voice, content quality, and posting schedules across a diverse portfolio.
- ▶ Designed creative assets and ad copy for campaigns, collaborating directly with clients to align messaging with their target audience and institutional values.
- ▶ Tracked and reported campaign performance metrics, providing clients with actionable insights and recommendations for continuous improvement.

Cryptogen Nepal | **Business Development Officer** *Feb 2025 – Nov 2025*

Full-time role in B2B tech sales — digital marketing freelance continued alongside.

- ▶ Managed a team of 2 while coordinating closely with the technical team to understand cybersecurity products and translating complex features into compelling client narratives.
- ▶ Applied digital research and competitor analysis skills to identify market opportunities and craft solution narratives for enterprise clients.
- ▶ Supported brand positioning for cybersecurity services through structured proposal content and stakeholder communications.
- ▶ Maintained high-quality relationships with prospective and existing clients through regular touchpoints, needs assessments, and responsive follow-up — contributing to a healthy sales pipeline.

FEATURED PROJECT

Just Indian Things — Multi-Platform Digital Media Brand (2019–2025)

- ▶ Built a multi-platform content brand from the ground up with zero ad spend, leveraging organic SEO and social media algorithms.
- ▶ Grew a loyal, engaged audience across Instagram, Facebook, and YouTube through consistent storytelling and community-first strategy over 5 years.
- ▶ Managed brand partnerships and sponsored collaborations, demonstrating end-to-end influencer and content marketing capabilities.

EDUCATION

B.Sc. Computer Science and Information Technology (CSIT)

Tribhuvan University — Banke Bageshwori Campus, Nepalgunj
Strong foundation in web technologies, data analysis, programming, AI, cryptography, and software engineering — directly complementing digital marketing practice.

First Division

72.43% aggregate
Passed: 2024
TU Reg: 5-2-1213-9-2018

LANGUAGES

English (Full Professional) • **Nepali** (Native) • **Newari** (Native) • **Hindi** (Working Proficiency)