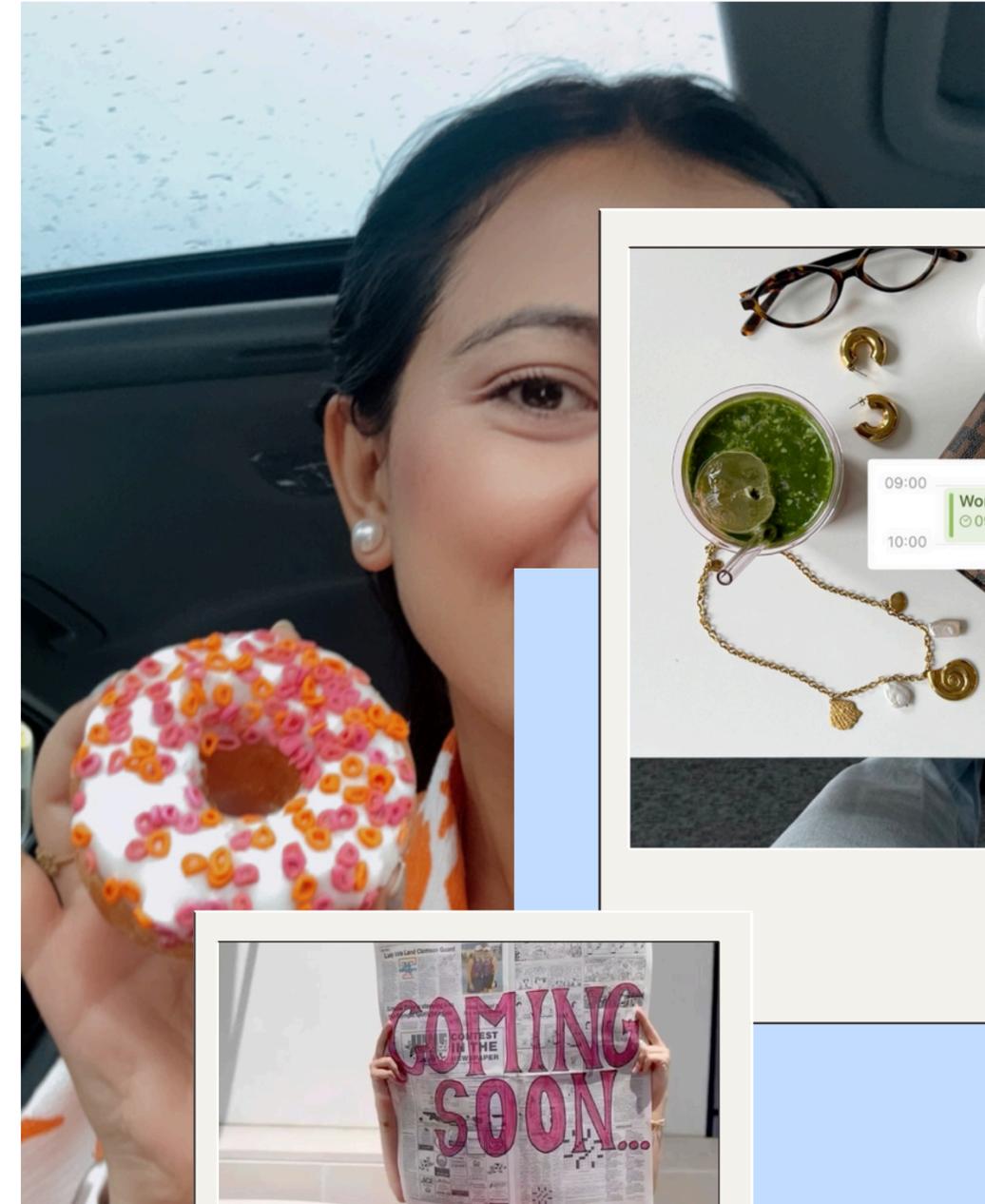


# MY WORK

Turning ideas into brand stories that connect and convert.

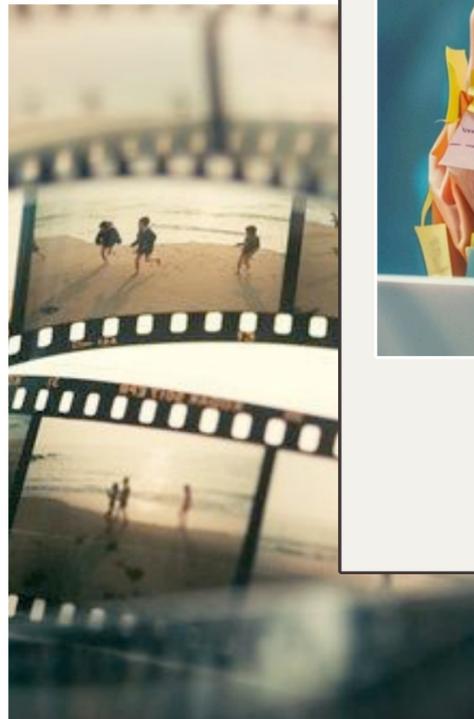


# Who I Am?

***I'm a digitally driven storyteller who turns ideas into meaningful visual experiences.***

*I love building brands, organizing chaos, and finding clarity through creativity. Whether it's content strategy, campaign management, or design, I bring structure, intention, and aesthetic thinking into everything I do.*

Find More



# My Path in Digital Marketing

- 01.** *Ideajar Digital (2019–2022)*  
*Where I discovered branding and creative direction.*

---
- 02.** *Freelance Projects (2020–2023)*  
*Experimenting, learning, and building my style.*

---
- 03.** *Freelancing ft. Big Adco Agency (2022–2023)*  
*Hands-on experience in real campaign environments.*

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- 04.** *MBA @ UNH (specialization in Digital Marketing)(2023–2025)*  
*Sharpening my business, marketing, and analytics skills.*

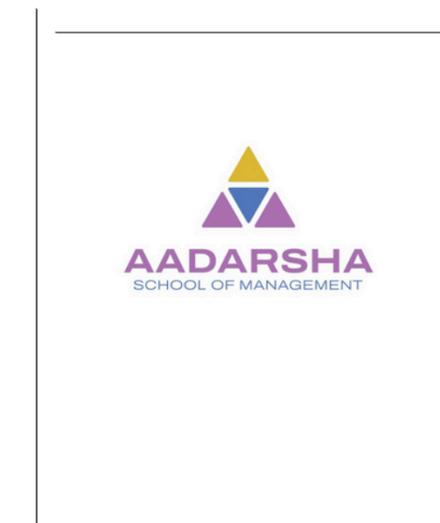
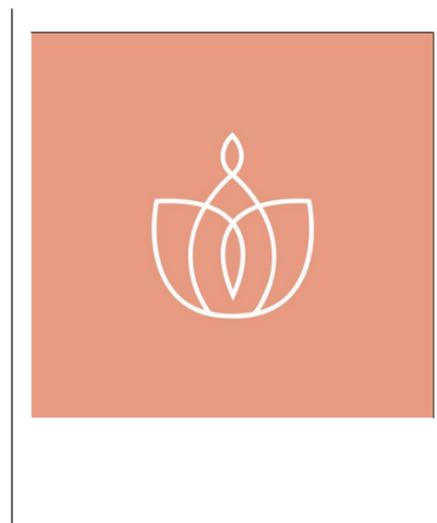
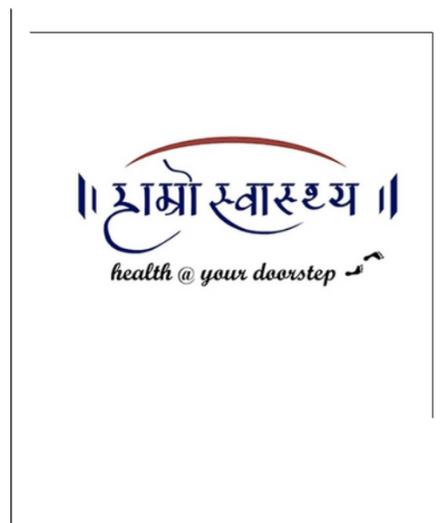
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- 05.** *Looking for opportunity*  
*Where am I'm headed next.....!?*



# IDEAJAR DIGITAL

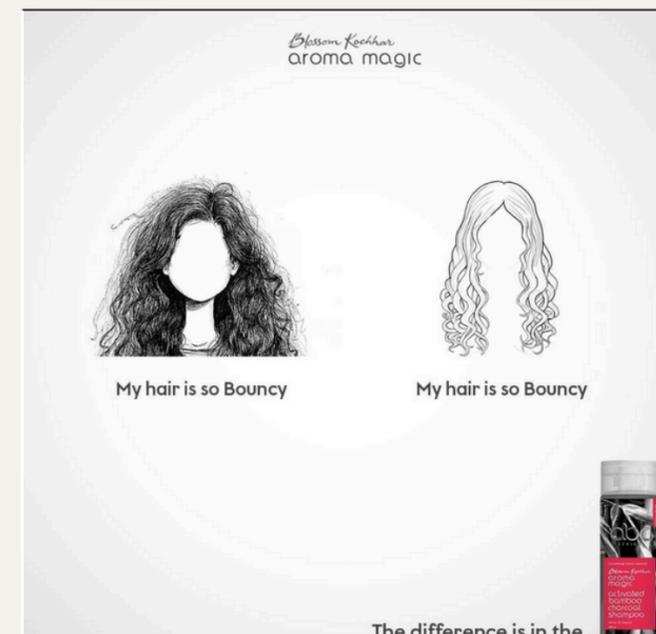
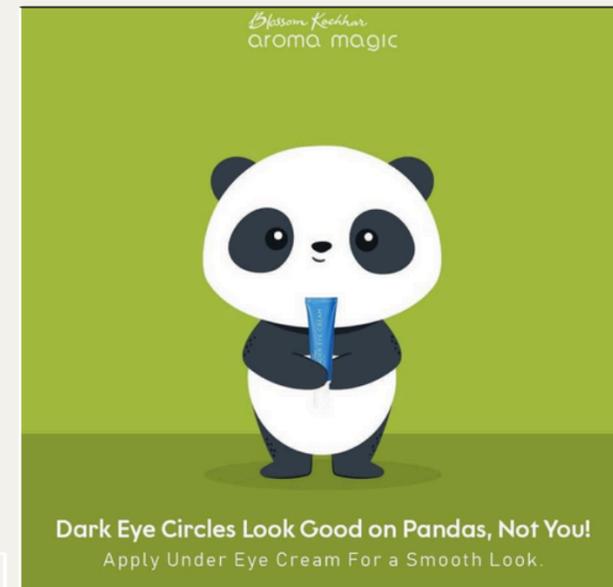
## — OVERVIEW

My first agency role where I led social-media and creative campaigns for multiple lifestyle, education, and healthcare brands.



# BEAUTY SECTOR: Aroma Magic

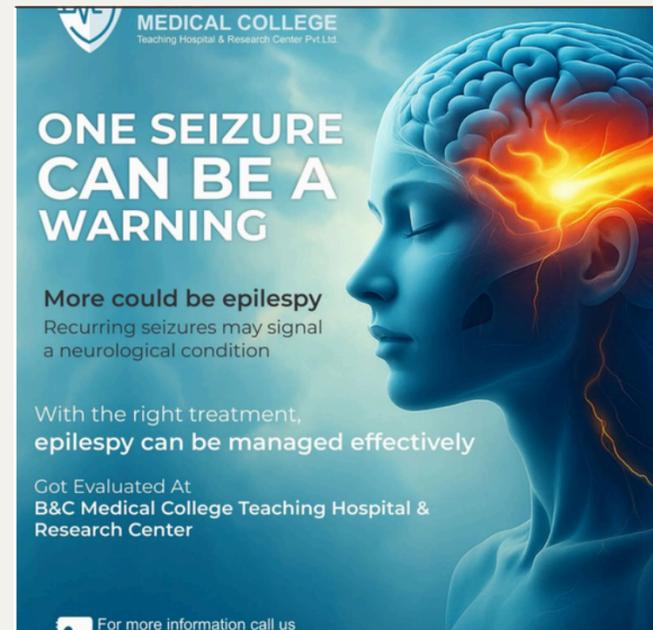
- Goal: Rebuild Instagram feed and boost engagement by creating a cohesive, nature-inspired brand presence.
- My Role: Concept creator & Social Media Lead
- Approach:
  1. Designed a consistent feed using calm green tones & clean typography
  2. Created 40+ visuals blending education + lifestyle aesthetics
  3. Led influencer & product photoshoots that highlighted real skincare routines
  4. Built a content calendar for storytelling balancing product tips, humor, and awareness posts



### ICT AWARD

January 12 at 9:57 PM · 🌐

Mention ICT Award 2020 was awarded to Hamro Swasthya App. The official app and web dashboard system of the Ministry of Health and Population. This system has been brought into use by the Ministry of Health and Population, Government of Nepal.



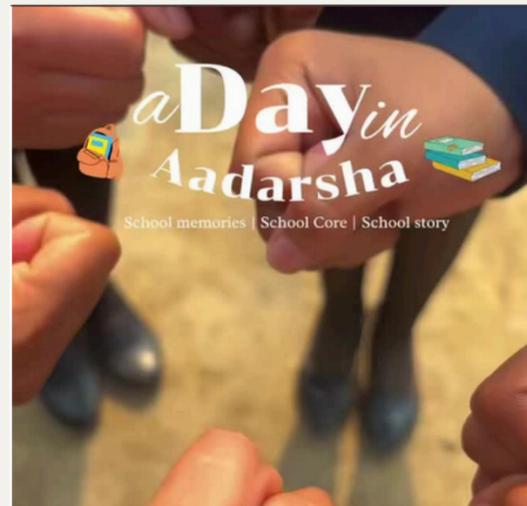
## HEALTHCARE SECTOR: BNC hospital and Hamro Swasthya

Role: Concept Creator & Social Media Lead

Work Highlights:

- Developed educational content focused on health awareness and patient care.
- Wrote blog articles and website content to guide and inform patients.
- Designed social media visuals highlighting medical tips, doctor expertise, and wellness insights.

Result: Helped both BNC Hospital and Hamro Swasthya app gain recognition, win awards, and build strong brand credibility and public trust.



### Why to study in USA from Nepal?

USA is a modern, democratic country with great healthcare, world-class institutions and geography that's like no place else on earth.

With over 4,500 colleges and universities, the United States has ten times the amount of tertiary-level education choices as any other country, making it considerably simpler to pursue your professional goals.

You can also pursue a master's degree (2 years) or a Doctorate (1-4 years) in a wide range of areas if you want to continue your education.

It can be costly to study in the United States. Managing your expenditures might be difficult when state colleges charge upwards of USD\$23,000 per year and private colleges charge an average of USD\$31,000 or more for an undergraduate bachelor's degree.

If you want to get an Associate Degree, you may get one from a public college for as little as USD\$ 3,300 each year.

## Educational Institution

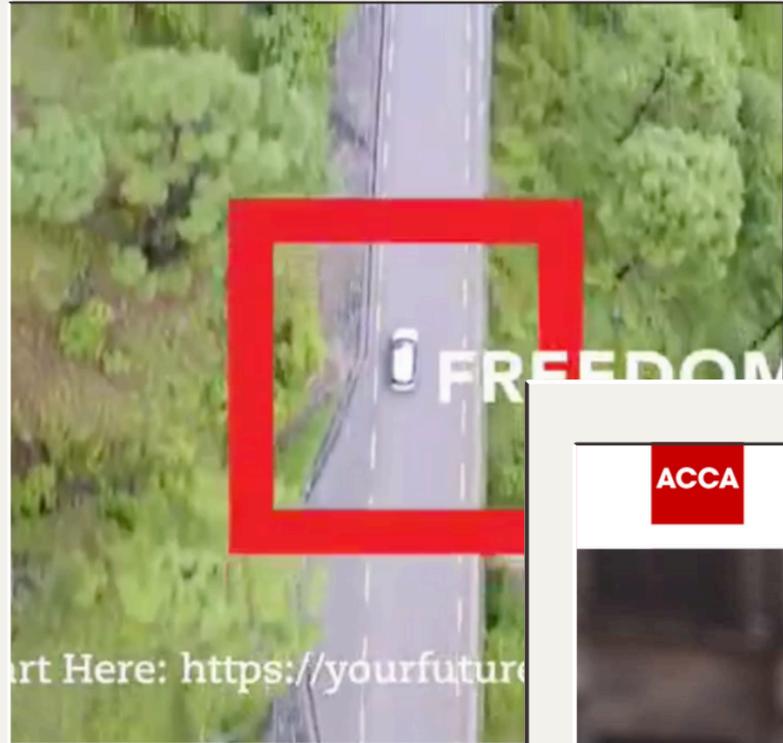
Concept Creator & Social Media Lead : showcased diverse student success stories and testimonial videos to build Eplanet's credibility, wrote educational website blogs to guide aspiring students, and highlighted vibrant on-campus life for Aadarsha School to engage and inform audiences.

# ACCA Global

Role: Concept Creator & Social Media Lead  
Work Highlights:

- Promoted the UK-based ACCA Global brand in Nepal through localized campaigns and storytelling.
- Produced TV ads and interviews with past ACCA achievers to build credibility and inspire students.
- Maintained strict global branding standards while creating impactful, locally relevant content.

Result: Strengthened ACCA's presence in Nepal and boosted engagement by aligning UK brand identity with local aspirations.



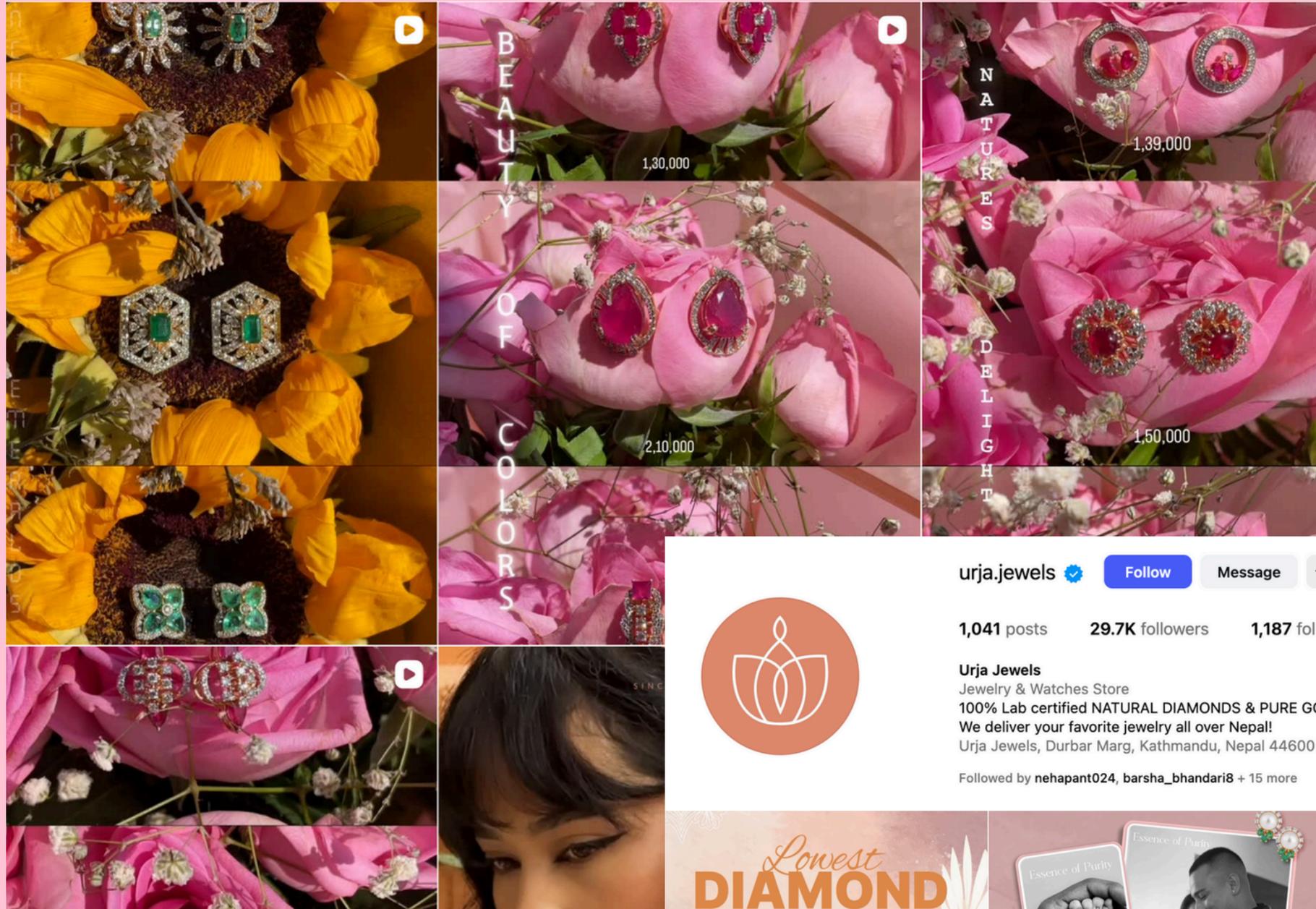
ACCA



## Stay local, go global

It's possible for you to get an international accountancy qualification. ACCA Qualification is globally recognised and offers worldwide opportunities. Students can stay in their home country and get a global qualification for the accounting and finance market.





About

**Project**

Contact

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1,041 posts   29.7K followers   1,187 following

**Urja Jewels**  
 Jewelry & Watches Store  
 100% Lab certified NATURAL DIAMONDS & PURE GOLD with EASY 0% EMI.  
 We deliver your favorite jewelry all over Nepal!  
 Urja Jewels, Durbar Marg, Kathmandu, Nepal 44600

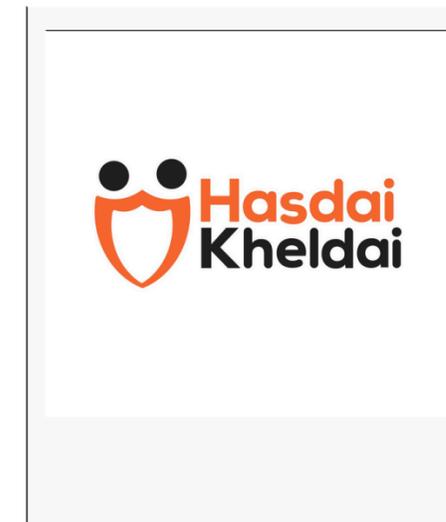
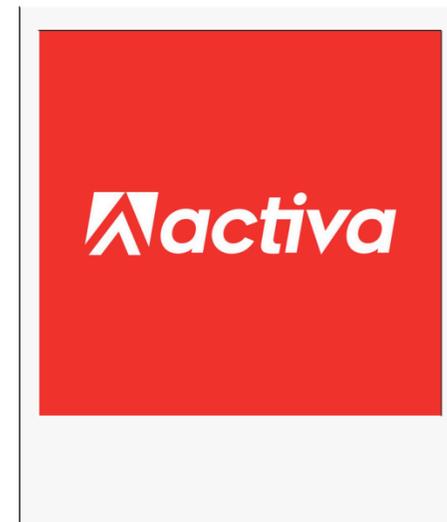
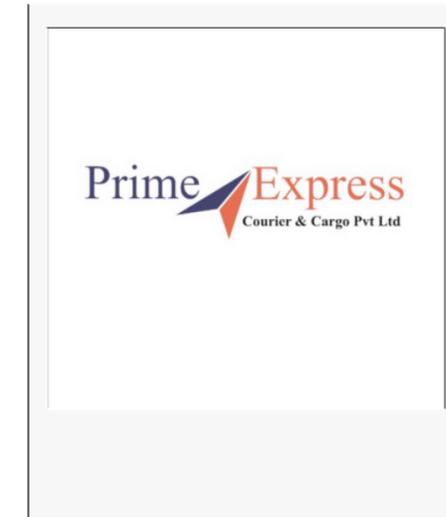
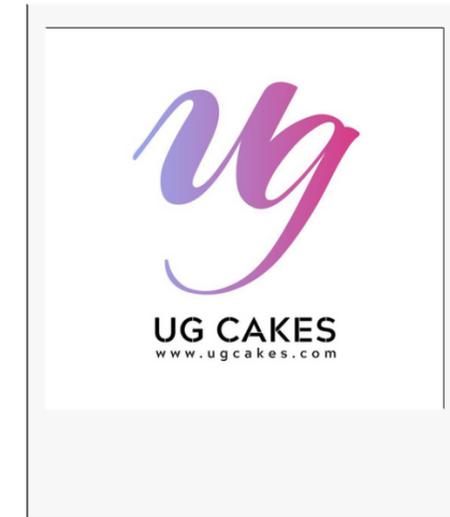
Followed by nehapant024, barsha\_bhandari8 + 15 more



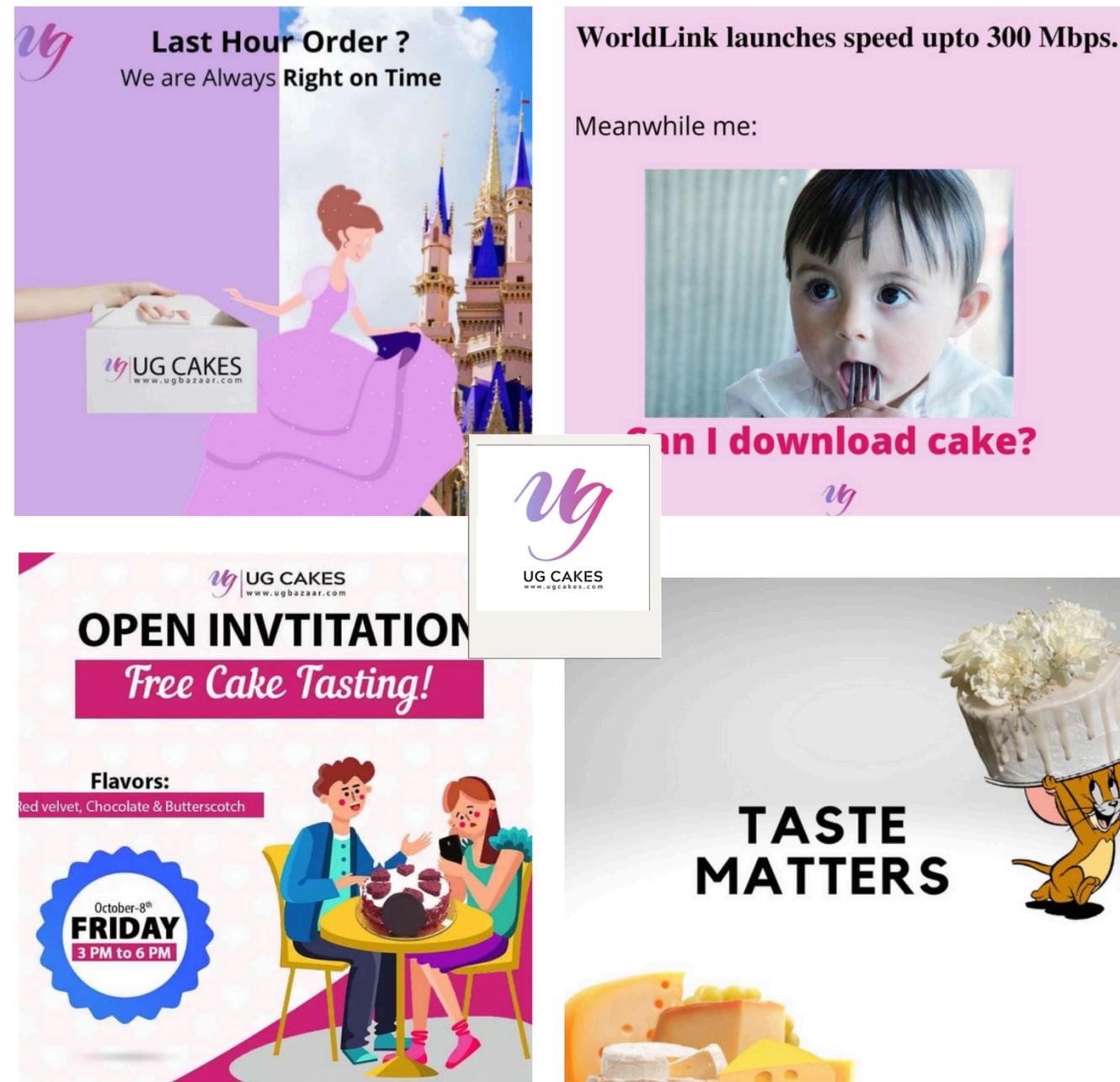
**BUILT A  
 PINTRESTY  
 BRAND, A  
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 BRAND**

# FREELANCE HIGHLIGHTS – OVERVIEW

Freelance projects where I handled everything from campaign strategy and social content to influencer marketing, creative design, and website messaging; fully independently.



[Read More](#) 



## Role: Social Media Strategist & Content Creator

### Work Highlights:

- First freelance project, managing UG Cakes' full digital presence with fun, trendy, and humorous content.
- Designed all creatives using Canva, blending playful aesthetics with brand storytelling.
- Created meme-style posts, witty taglines, and seasonal campaigns to boost engagement.
- Produced product photos and short videos highlighting creativity and personality.

Result: Transformed UG Cakes into a relatable, audience-focused brand — growing engagement and visibility through consistent, Canva-based visual marketing.

## Role: Social Media Manager • Content Creator • Campaign Strategist

### What I Delivered

- Weekly content design and execution
- 777 campaign
- Static posts, carousels, GIFs
- Captions + designs+ hashtags
- “Meet the Team” employee branding
- Paid social campaigns (awareness + lead generation)
- Consistent brand voice, image and tone

### Key Campaigns

#### 1. 777 Campaign

7 days • 7 dollars • 7 places — promoted affordability, reach, and reliability.

#### 2. Weekly Content Series

Informative posts, awareness posts, GIFs, carousels, delivery-hero highlights.

#### 3. Employee Branding

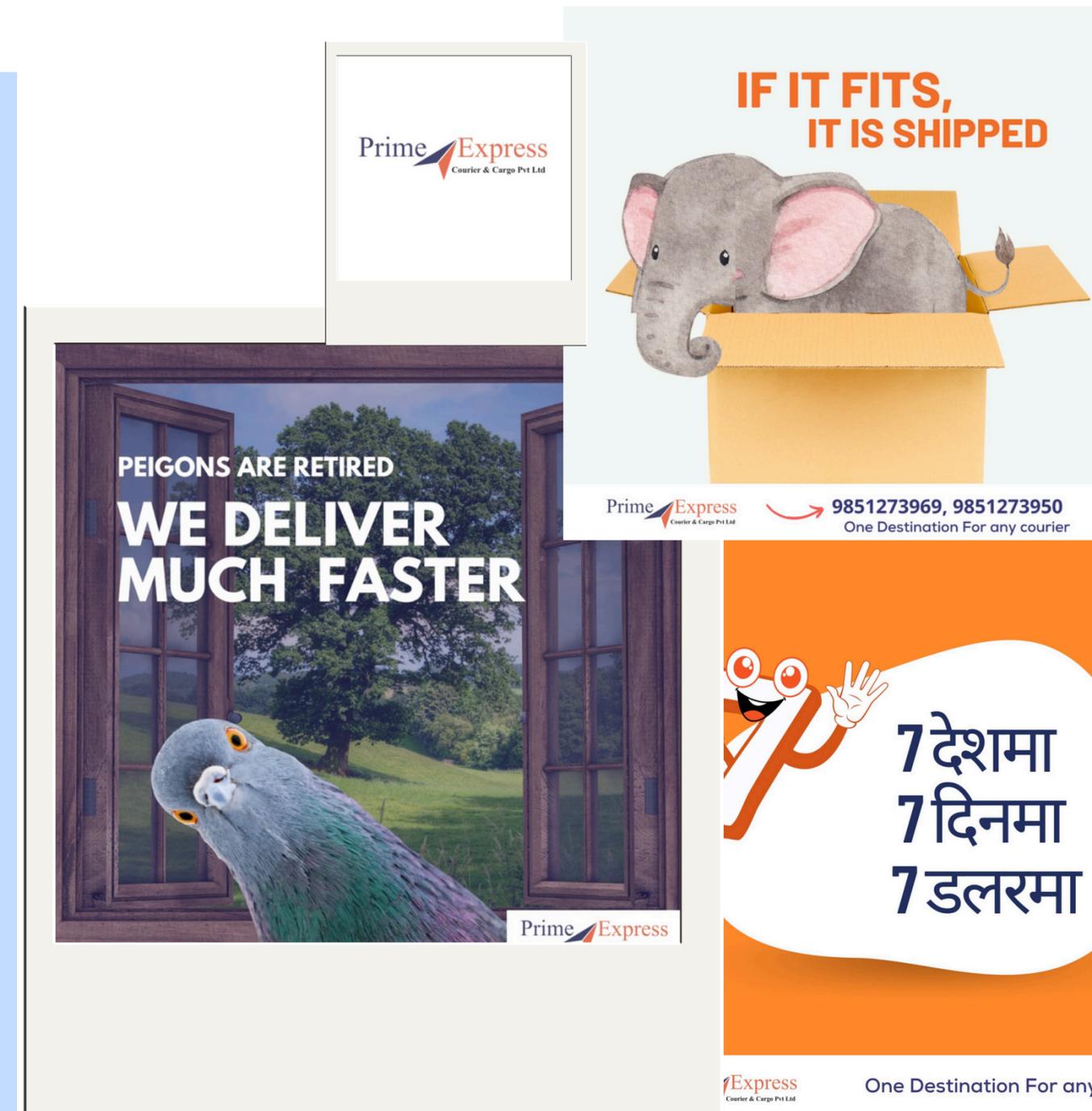
“Meet the Team” stories to humanize and build trust.

#### 4. Educational Posts

Simplified content explaining services, pricing, safety, and delivery steps.

#### 5. Paid Ad Campaigns

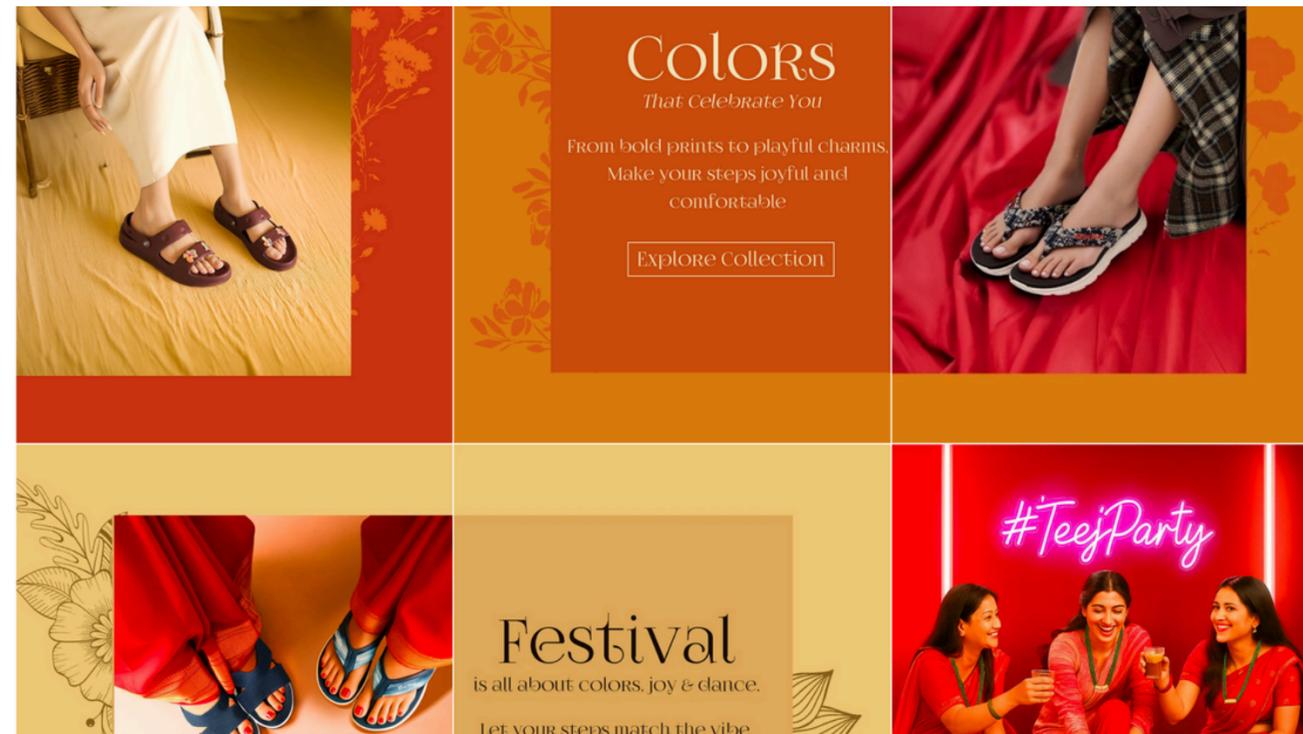
Targeted ads to boost reach, engagement, and brand visibility.





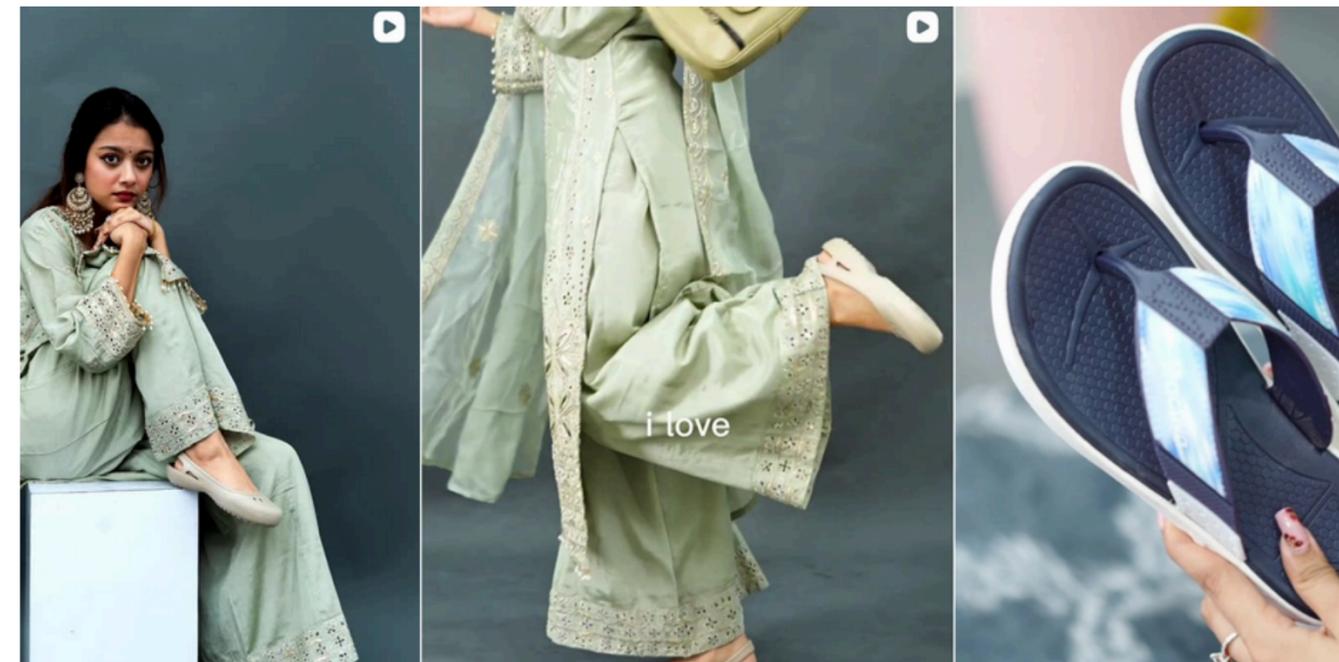
# Brand Guidelines

**BUILT THE FULL BRAND GUIDELINE AND PLAYFUL LOGO IDENTITY.  
DESIGNED SOCIAL-READY VISUALS THAT MAKE HASDAI KHELDAI  
STAND OUT WITH JOY.**



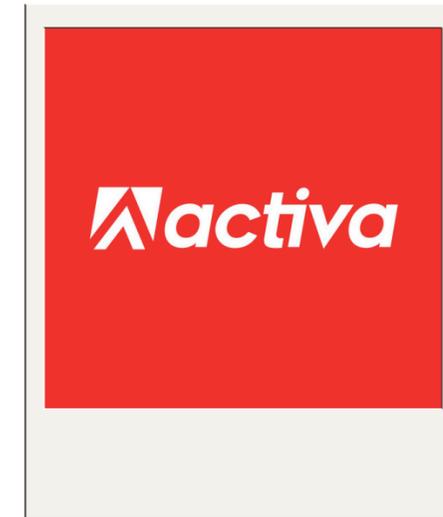
# INFLUENCER CAMPAIGNS FOR

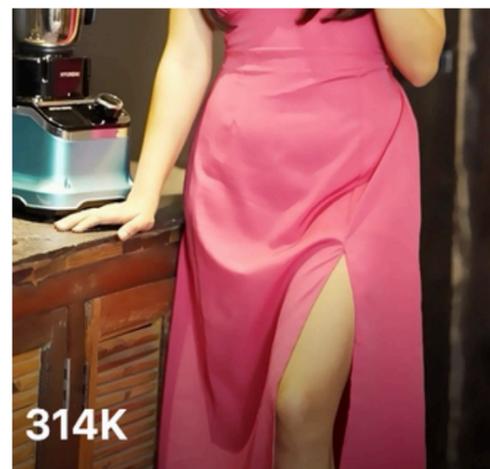
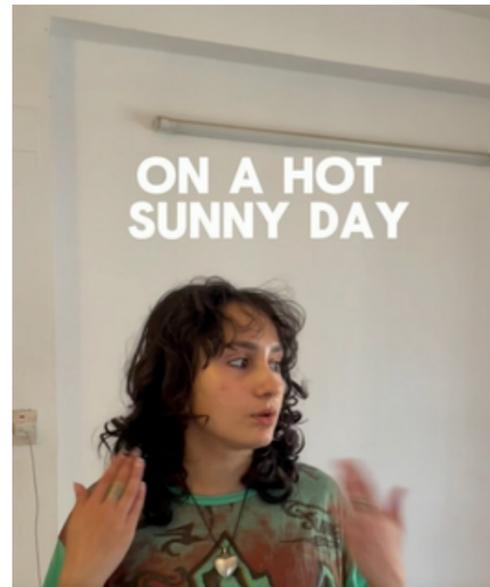
**activa**



# FREELANCE HIGHLIGHTS – OVERVIEW ft Bigadco. agency

Freelance project in collaboration with BigAdco. agency; here I handled end-to-end influencer campaigns, social content, creative direction, and brand storytelling across multiple industries.





**HYUNDAI**  
ELECTRONICS

# Influencer Campaign: Hyundai Electronics

Worked with 10+ influencers

The main goal of this project was to shift how people see Hyundai from “just an automobile manufacturer” to “a modern electronic and technology-forward brand.”

My Role: Influencer coordination, content direction, and brand alignment.

Impact: Helped Hyundai reach new lifestyle audiences and elevate its tech identity.

[Read More](#)



# CAMPAIGN STRATEGY MAP

## Hyundai Electronics Influencer Campaign

### Strategic Approach

- Identified perception gap through category + audience research
- Built influencer strategy using the RE<sup>2</sup> Model (Relevance, Lifestyle Convenience, Modern Tech)
- Structured storytelling across the funnel: Awareness → Engagement → Consideration



## Influencer Shortlisting

- Evaluated 50+ creators using:
  - Engagement Quality
  - Audience Authenticity
  - Content Niche Fit
  - Past Brand Collaborative Ability
- Shortlisted top 10+ creators aligned with repositioning goals



## Execution Workflow

- Managed full influencer pipeline: outreach → negotiation → briefing
- Developed story scripts + shot guidelines for consistent

Project

Contact

**HYUNDAI**  
ELECTRONICS

# ANALYTICAL OUTCOMES

## Hyundai Electronics Influencer Campaign

### Performance Highlights



Delivered strong engagement lift across creators



Improved brand recall for Hyundai Electronics among lifestyle + tech-oriented audiences



Strengthened Hyundai's position as a modern, tech-forward consumer brand



Built a scalable influencer framework for repeatable future campaigns



# Influencer Campaign: Hello Sunflower Oil

Worked with 10+ food & lifestyle creators

The objective was to inspire everyday cooking using Hello Sunflower Oil. We activated creators who shared home-recipe content, encouraging them to integrate the oil into their authentic kitchen routines. I oversaw influencer selection, outreach, content direction, and campaign quality control.

Impact: Successfully positioned Hello Sunflower Oil as a go-to ingredient for easy, tasty home meals—driving strong video engagement and community trust.

[Read More](#)



# Thank You for Viewing My Portfolio

Every campaign tells a story – Thank you for exploring mine.

My work blends strategy, creativity, and influencer insight to build campaigns that create real connection and meaningful brand impact.

Excited to bring this approach to my next role and team.



# FIND ME IN

