

Biraj Shrestha

Senior Leadership | Client & Operations Management | Digital Transformation

STRATEGIC LEADER WITH EXPERTISE IN CLIENT MANAGEMENT, OPERATIONAL EFFICIENCY, AND TEAM LEADERSHIP. SKILLED IN OPTIMIZING PROCESSES, ENSURING SERVICE EXCELLENCE, AND DRIVING SCALABLE GROWTH. PASSIONATE ABOUT LEVERAGING TECHNOLOGY AND AI-DRIVEN SOLUTIONS TO ENHANCE BUSINESS OPERATIONS AND DECISION-MAKING.



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WORK EXPERIENCE

Digital Marketing Trainer

2025 December - Current

Kathmandu Digital Marketing Institute

- Designed and delivered comprehensive training programs covering digital marketing fundamentals, performance marketing, SEO, social media strategy, and data analytics for students and working professionals.
- Conducted hands-on practical sessions on Google Ads, Meta Ads, and marketing tools to bridge the gap between theory and real-world execution.
- Mentored trainees on campaign planning, audience targeting, ad optimization, and budget management to improve practical marketing outcomes.
- Created structured course materials, presentations, and real-world case studies to enhance learner engagement and improve knowledge retention.
- Guided students in building portfolios and real campaign projects, preparing them for entry-level and mid-level roles in digital marketing.
- Provided career coaching and industry insights, supporting successful placement and transition into professional digital marketing roles.

Digital Marketing Trainer

2024- Current

Kumari Jobs Pvt Ltd

- Designed and delivered structured training programs focused on digital marketing fundamentals, strategic planning, and data analytics, fostering skill development in professionals.
- Mentored and coached teams in best practices for campaign execution, performance tracking, and continuous optimization.
- Developed interactive learning materials and real-world case studies to enhance engagement and knowledge retention.
- Provided career guidance, helping trainees transition into successful roles within the digital marketing landscape.
- Managed ads for the company

Head of Digital Media **Digiage Media private limited**

2025 April- November

- Led cross-functional digital campaigns across paid media, SEO, content, and influencer channels, delivering an average ROI uplift of 40% YoY.
- Managed a team of strategists, designers, and media buyers to execute data-driven marketing strategies for diverse industries including fintech, e-commerce, and telecom.
- Developed and scaled high-performing Google Ads, Meta Ads, and YouTube campaigns, resulting in a 3x increase in lead volume for key clients.
- Spearheaded the agency's digital transformation efforts—adopting automation tools, building reporting dashboards, and optimizing media planning workflows.
- Played a key role in client acquisition and retention by presenting performance insights, strategic pitches, and quarterly business reviews (QBRs).

Digital Marketing Manager – Freelancer **ARG Growth Pty Ltd, Australia**

2023- 2024

- Led the development and execution of comprehensive digital marketing strategies aimed at customer acquisition, retention, and brand positioning across diverse markets.
- Managed cross-functional teams, ensuring seamless collaboration between marketing, sales, and operations to drive business success.
- Established data-driven methodologies to optimize budget allocation, improve campaign ROI, and enhance overall marketing performance.
- Conducted performance tracking, leveraging advanced analytics tools to gain insights into user behavior and market trends.
- Introduced innovative automation solutions to streamline workflows and enhance digital outreach effectiveness.

Digital Marketing Manager/ Business Analyst **Azency Nepal– Digital Marketing Agency**

October 2020- March 2022

- Spearheaded client account management, ensuring high-quality service delivery, campaign optimization, and strategic brand positioning.
- Implemented governance frameworks for monitoring key performance indicators (KPIs), compliance, and operational efficiency.
- Developed customized marketing solutions tailored to client objectives, aligning digital initiatives with broader business goals.
- Led a team of digital marketers, fostering a culture of innovation and continuous improvement in performance metrics.

Freelancing & Consulting

2019- Current

- Experienced freelancer on platforms like Upwork and Fiverr, specializing in creating and optimizing advertisements for diverse projects over the past few years. Proficient in crafting impactful campaigns tailored to unique project requirements, ensuring effective communication of brand messages and resonance with target audiences across various industries.

ACADEMIC HISTORY

Ace Institute Of Management (Year of completion – 2018)

Bachelors of Business Administration

Xavier Academy, Lazimpat (Year of completion– 2014)

Business Management

Gyanodaya Bal Batika School (Year of completion– 2012)

Business Management

CERTIFICATION

- Google Display Ads Certification
- Google Search Ads Certification
- Google Shopping Ads Certifications
- Google Ads Measurement
- Google Analytics

EXPERIENCED TOOLS

- Google Analytics, GA4
- Canva, Mailchimp, SEMrush
- Slack, Notion, Trello, Monday
- AI-driven Marketing Tools & Automation