Hena Maharjan
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Summary

A passionate and strategic Digital Marketing Specialist with over 3 years of experience in transforming brands and creating captivating stories. Proven track record in developing and executing innovative marketing campaigns, leveraging a comprehensive skill set in digital marketing strategies, content creation, social media management, and advertising.

Skills & Tools

- **Digital Marketing & Advertising:** Digital Marketing Strategy, Meta Ads Manager, Google Analytics, Google My Business, Campaign Management, Digital Advertising, Advertising, Facebook Ads, Facebook Ads Manager, Digital Activation, Digital Marketing Media.
- **Content & Social Media:** Social Media Management, Copywriting, Content Creation, Online Content Creation, Social Media Strategy, Online Media Management, Content Development.
- **Design & Tools:** Graphic Design Basics, Canva, Adobe Photoshop.
- **Project Management & SEO:** Project Management, Trello, Basic SEO.
- **Business & Communication:** Marketing Strategy, Online Branding, Influencer Marketing, Presentation, Vendor Coordination, Vendor Management, Account Management, Customer Relations, Customer Service, Zoho Bigin, Zoho Cliq, ClickUp, Influential Communicator, Enterprise Marketing, Communication, Analytical Skills, Supplier Evaluation, E-commerce Optimization.
- **Other:** Volunteering, Cash Register, Checkpoint, Proctoring, Student Supervision, Customs Inspection.

Work Experience

Client Relationship Manager | Wizonbiz Digital Feb 2025 – Till march 2026.

- *Serve as the primary point of contact for client inquiries, ensuring timely and professional responses.*
- *Assist in organizing and coordinating agency operations, maintaining schedules, and supporting team efficiency.*
- *Communicate with aspiring digital marketers, guiding them on available opportunities, training, and resources.*
- *Develop engaging reels and videos to market and educate audiences about digital marketing trends, tools, and career paths.*

- *Collaborate closely with internal teams to ensure smooth communication between clients and project managers.*
- *Proactively anticipate client and student needs, taking initiative to address them effectively.*
- *Utilize strong verbal and written communication skills in both English and Nepali for professional interactions.*
- *Create short-form video content (reels, TikToks, etc.) for marketing and educational purposes.*
- *Contribute to agency goals by collaborating effectively across departments.*
- *Apply strong administrative and time management abilities to maintain organizational efficiency.*
- *Continuously learn and grow in the field of digital marketing with a strong passion for the industry.*

Digital Marketing Specialist | Krizmatic Digital Solution Jan 2023 – Jan 2025 (2 year) .

- Managed comprehensive social media campaigns and oversaw company-wide digital marketing strategies.
- Implemented and conducted A/B testing methodologies to optimize reach and enhance website and social media performance metrics.
- Utilized digital advertising platforms effectively, integrating analytics and reporting for continuous campaign improvement and strategic decision-making.|

Marketing Executive | Reizvoll Nepal Oct 2019 – Apr 2022 (2 years 7 months)

- Created, curated, and managed compelling content across various digital platforms, ensuring brand consistency and engagement.
- Coordinated seamlessly with internal teams and external clients to ensure consistent, high-quality content production and timely delivery.
- Actively contributed to the development and execution of marketing plans, advertising initiatives, direct marketing campaigns, and promotional events.

Cashier | Colorplus Cosmetics Dec 2018 – Sep 2019 (10 months) / **Exam Invigilator** | British Council Apr 2018 – Aug 2018 (5 months)

Education History

Bachelor of Business Studies | Padmakanya Campus

References

Available upon request.