

Mukunda Singh Khattri

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CAREER SUMMARY

Results-driven digital marketing professional with a bachelor's degree in information science and technology. Proven expertise in developing and executing successful digital strategies, optimizing online visibility, engagement, and revenue growth. Proficient in SEO, SEM, social media management, content marketing, and analytics. Skilled in aligning campaigns with business objectives and exceeding KPIs. Strong communication and project management abilities. Eager to contribute digital marketing proficiency to a dynamic team for sustained business success.

EXPERIENCE

PPC Strategist and Research Specialist

May 2022 - Present

ATM STRATEGIC SOLUTIONS (Anxious To Matter), Kathmandu, Nepal

- Develop and implement strategic PPC plans, ensuring alignment with business goals.
- Conduct in-depth keyword research, competitor analysis, and market trends to inform campaign strategies.
- Optimize bidding strategies and allocate budgets effectively for optimal campaign performance.
- Craft compelling ad copies and oversee A/B testing for continuous improvement.

Digital Marketing Consultant

Oct 2021 - Feb 2022

DataHub Nepal, Kathmandu, Nepal

- Develop and implement effective digital marketing strategies aligned with business goals.
- Plan and execute campaigns across channels like social media, SEO, and SEM.
- Continuously optimize campaigns for better results.
- Use analytics tools to track and analyse campaign performance.
- Provide insights and recommendations based on data.
- Collaborate with clients to understand their goals and challenges.
- Offer expert advice on digital marketing strategies.
- Stay updated on digital marketing trends and technologies.
- Recommend and integrate new tools to enhance marketing efforts.

Digital Marketing Manager

Jul 2020 - Sep 2021

Full Circle House of Communications, Kathmandu, Nepal

- Develop and execute comprehensive digital marketing strategies aligned with organizational objectives.
- Conduct market analysis, identify growth opportunities, and ensure a nuanced understanding of industry trends.
- Lead, mentor, and manage a high-performing digital marketing team.
- Foster collaboration with cross-functional teams to integrate digital initiatives seamlessly.
- Develop and manage the digital marketing budget, allocating resources judiciously for maximum return on investment.
- Monitor spending and adjust strategies to optimize performance within budgetary constraints.

- Utilize advanced analytics tools to monitor and analyse the performance of digital campaigns.
- Translate insights into actionable strategies, continuously optimizing for key performance indicators.
- Oversee the development and execution of multi-channel campaigns, including SEO, SEM, social media, and content marketing.
- Ensure alignment with brand messaging and consistent delivery of compelling content.

Digital Marketing Specialist

Feb 2020 - Oct 2020

Home Automation Nepal, Lalitpur, Nepal

- Expertly execute and manage targeted digital marketing campaigns across designated channels, ensuring precise implementation and adherence to strategic objectives.
- Develop and optimize compelling digital content, aligning with brand messaging and employing SEO best practices.
- Collaborate seamlessly with content creators and design teams for the creation of impactful materials.
- Implement and support search engine optimization (SEO) strategies for enhanced organic visibility.
- Contribute to the management and optimization of paid advertising campaigns (SEM) to elevate online presence.
- Leverage advanced analytics tools to meticulously monitor and analyse the performance of digital initiatives.
- Generate insightful reports, offering strategic recommendations for continual campaign optimization.
- Foster effective collaboration with cross-functional teams, ensuring cohesion in campaign execution.
- Engage with clients to understand specific goals, provide transparent updates on progress, and address inquiries professionally.

Digital Marketing Intern

Sep 2019 - Dec 2019

OnlineZeal, Kathmandu, Nepal

- Assist in the meticulous planning and execution of digital marketing campaigns across diverse channels.
- Contribute to the development and optimization of digital content, adhering to brand guidelines and SEO best practices.
- Learn and employ analytics tools to monitor and analyse the performance of digital campaigns.
- Contribute to the generation of comprehensive reports, offering insights and recommendations for continuous improvement.
- Participate in the management and optimization of social media profiles, engaging in content scheduling, monitoring, and trend analysis.
- Stay abreast of social media trends, providing input for the creation of relevant and timely content.
- Assist in the implementation of search engine optimization (SEO) strategies for heightened online visibility.
- Contribute to the management and optimization of paid advertising campaigns (SEM) under the guidance of experienced team members.
- Conduct thorough market research to inform strategic decisions, staying attuned to industry trends and competitor activities.

- Actively participate in collaborative initiatives with team members and leverage training opportunities for continuous professional development.

Lower Secondary Teacher

Dec 2018 - Oct 2019

Shree Ganesh Gyan Jyoti Public High School, Butwal, Nepal

- Lesson planning and preparation, including creating and selecting learning materials.
- Direct contact time with pupils.
- Checking and assessing work.
- Attending staff meetings.
- Liaising with parents/carers and support professionals such as social workers
- Supervising extracurricular activities.
- Keeping up your own ongoing professional development.

EDUCATION

Bachelor's degree, Information Science and Engineering - Information Technology

Sep 2014 - Jun 2018

Nagarjuna College Of Engineering and Technology, Bangalore

Project: Fraud Detection Software

Checks whether the bills have been updated by the third party and send the message to the admin and the admin used to verify the bills and update them to the server.

High School Diploma, Computer Engineering

Sep 2010 - Jun 2014

College of Computer Technology (CCT), Butwal, Nepal

School Leaving Certificate, Maths

Sep 1996 - Jun 2008

Shree Ganesh Gyan Jyoti Public High School

SKILLS

Expert in: Digital Marketing, Keyword Research, Google Analytics, Google Ads, Google Webmaster Tools, Facebook Marketing

Intermediate in: Search Engine Optimization, Planning Budgeting & Forecasting, Word press, HTML, CSS

LICENSES & CERTIFICATIONS

Microsoft Advertising Certificated Professional

2020

Microsoft

The Fundamental of Digital Marketing

2020

Google Digital Garage - 52Q 889 8P8

Hubspot Inbound Marketing

2020

HubSpot Academy - fbbba24525f141fea839581a15a789dc