

Santosh Paudel

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PROFESSIONAL SUMMARY

AI-powered, data-driven digital marketing professional with proven expertise in digital marketing, SEO optimization, and data-driven campaign execution. Demonstrated success in lead generation, content monetization, and social media management across multiple industries. Skilled in leveraging AI tools and analytics platforms to optimize marketing performance and drive measurable business growth.

PROFESSIONAL EXPERIENCE

Marketer

December 2025 – February 2026

Accrivo Advisors Pvt. Ltd.

Kathmandu, Nepal

- Led marketing activities and promotional campaigns to support business development and client acquisition initiatives
- Managed client communication and relationship building to enhance customer satisfaction and retention
- Developed and executed targeted marketing strategies aligned with company objectives and market opportunities
- Collaborated with cross-functional teams to ensure consistent brand messaging across all customer touchpoints

Creative Strategist

August 2025 – October 2025

D20 Labs Creative Agency

Kathmandu, Nepal

- Developed comprehensive content strategies for client products, aligning creative direction with business objectives and target audience insights
- Conducted competitive analysis and market research to inform brand positioning and campaign development strategies
- Created social media strategies and creative concepts that enhanced brand visibility and audience engagement across platforms
- Led brand strategy initiatives and campaign development, translating research findings into actionable creative recommendations

Digital Marketing Assistant

February 2025 – July 2025

RockFeed Pvt. Ltd.

Surkhet, Nepal

- Executed on-page and off-page SEO optimization, conducting keyword research to improve search engine visibility
- Created and managed WordPress websites, producing articles and blog content to drive organic traffic and engagement
- Developed content monetization strategies and managed faceless content creation workflows for multiple platforms
- Designed and executed paid advertising campaigns, writing ad copy and implementing lead generation strategies
- Leveraged AI tools (ChatGPT, Gemini) for content creation, marketing optimization, and campaign performance enhancement

Assistant Manager

March 2024 – December 2024

Tuu Khana Food Delivery Service

Surkhet, Nepal

- Supported operational management and customer service initiatives for food delivery platform
- Coordinated marketing efforts to increase brand visibility and customer base in competitive delivery market

EDUCATION

Master of Business Administration (MBA) – Marketing and Advertising

February 2026 – Present

Islington College

Kathmandu, Nepal

Bachelor of Business Administration (BBA) – Marketing

August 2017 – July 2024

Mid West University

Surkhet, Nepal

TECHNICAL SKILLS

Digital Marketing: SEO/SEM, Content Marketing, Social Media Marketing, Email Marketing, Affiliate Marketing

Analytics & Tools: Google Analytics, Google Data Studio, Facebook Ads Manager, Meta Business Suite

SEO Tools: Ahrefs, SEMrush, Moz, Keyword Research, On-page/Off-page Optimization

CRM Platforms: HubSpot, Salesforce, Lead Generation, Marketing Automation

AI & Content: ChatGPT, Gemini, Midjourney, Jasper, AI-Powered Marketing, Copywriting

Technical: WordPress, Content Management, Basic Analytics Tracking, Campaign Management

CERTIFICATIONS

Digital Marketing Certification