

RAJAN KOIRALA

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STRATEGIC COMMUNICATIONS | MEDIA & PUBLIC RELATIONS | TEAM EMPOWERMENT |
OUTREACH MANAGEMENT | ANALYTICAL REPORTING | SOCIAL MEDIA & E-MARKETING

PROFESSIONAL SNAPSHOT

- Competent and result-oriented NLP Certified Communications Professional with proven ability to handle a wide range of Campaigns, Brand Management and Marketing Activities using a combination of organizational and presentation skills
- Conceptualist, with a sharp eye for fresh approaches while understanding critical communication drivers and trends in multiple markets and audiences. Deft at performing social media marketing at popular social sites, including Facebook, Twitter, LinkedIn, Instagram, TikTok, Pinterest, Blogs etc.
- Demonstrated capabilities in building and expanding networks, handle all sort of public relations, conflict management through critical analysis of the situation and diplomatic approaches, skilled in collaborations and partnership with local to national stakeholders
- Proven people management skills coupled with professional exposure in mobilizing and judiciously managing resources with structured inputs in the satisfaction of the customers, surveys, mystery calls to supervise and guide customer care unit that helps identify problems and bring clarity to service offers and after sales support
- Demonstrated expertise in developing training and development programs. Build broader and deeper relationships with multiple stakeholders across various businesses, functions, and regions. Dynamic writing, presentation, relationship-building, negotiation, and problem-solving abilities

CORE VALUES

- COMM PLANNING & MONITORING
- CAMPAIGN DESIGN
- SOCIAL MEDIA REVIEW
- PARTNERING & COLLABORATION
- OUTREACH MATERIALS PRODUCTION
- ANALYTICAL REPORTING
- PUBLIC & MEDIA RELATIONS
- TEAM MANAGEMENT
- TRAINING & DEVELOPMENT
- MARKETING STRATEGIST
- CRITICAL THINKER
- PANEL MODERATOR
- COACH/COUNSELOR
- INFLUENCER
- RESULT-DRIVEN LEADERSHIP

PROFESSIONAL EXPERIENCES

Edu Sanjal Private Limited
Chief Business Officer

2019-Present

Responsible for the overall business planning in align to strategic communications with educational institutions all over Nepal, designing and executing marketing activities, partnership and collaborations with various corporates, NGOs and INGOs, youth organizations and media houses to clearly communicate the brand story in the public for sustainable development in education with budget allocation in revenue and cost centers. Communications planning using proper channel to disseminate messages to the target demographics through audio and video platforms, monitoring and evaluation the team performance for periodic reporting and revise the overall strategies when required for the betterment of the organization.

- Develop the overall communication plan in both written and verbal for the team to execute properly in building relationships with clients to send proposals for partnerships

- Attend events of all kind nationwide for public relations and collaborations and create brand awareness with spacing to audiences when required to maintain a public trust
- Oversee the marketing activities, social media campaigns and other promotional initiatives for result-driven outputs inside and outside of the organization
- Showcase the leadership skill in orientating and motivating the team, help HR department to strategize the people development activities, supervise the team of 27 people in terms of productivity and efficiency
- Plan various events in collaborations with youth organizations and other corporates, write various press releases to send to media houses and prints, guide the creative team in design finalization and more

meroJob Dot Com Private Limited

2014 - 2019

Head of Marketing and Corporate Communications

Fully accountable for planning, designing and implementing communications strategies for posts in Facebook, Twitter, LinkedIn, Instagram, Slideshare, Pinterest and other social media platforms for increasing the brand value. Played a pivotal role to prepare content for the Website, copywrite and edit a career blog along with developing critical strategies for communication plans, product developments and executing them in an effective way. Designed various integrated marketing communication plans including ATL and BTL activities for the organization to increase revenue and client relations simultaneously for prospect businesses. Prepare annual budget, formulate plans and implement overall annual strategies for a smooth functioning of four companies associated with merojob for marketing, communications and customer care.

- Design, develop and implement integrated marketing communication strategies for maximizing the branding activities for meroJob.com and promote business through different advertising and marketing activities in digital and traditional media, re-branded merojob.com to merojob in August 2017 and won a national award
- Steer the proceedings to identify target audiences, plan marketing activities to achieve volume circulations, estimations & execute promotions to ensure product movements, design the appropriate customer care plan to ensure no complaints are being ignored by the representatives, mystery calls to trace team communication and design excellence customer service strategies
- Employed strong leadership skills in planning and monitoring the organization's advertising and promotion activities including print, electronic, and direct mail
- Scope of responsibilities is diverse and includes developing and producing corporate literature & other published materials for the Company, including PR reports, marketing reports, promotional recaps, and annual reports

Real Solutions Private Limited

2014 - 2019

NLP Practitioner/Trainer

Nominated as a Team Leader for conducting training programs with planning and developing modules in communication, both written and verbal and commended for imparting training to 20,000+ participants including 100+ UN trainees as well as hundreds of corporate employees and college students, motivational speaker in different events both indoor and outdoor.

- Managed the creation and execution of corporate communication programs and services encompassing company mission, values, standards, strategic initiatives, business objectives, career and benefits information, and other critical information to inform, educate, and engage employees at all levels
- Developed and maintained relationships with key stakeholders across the business to keep informed about company initiatives and projects and be able to communicate those companywide
- Developed communication proposals of brands & products based on marketing strategies
- Support HR services department in written tests, evaluation and interviewing candidates for UN agencies.
- Played a pivotal role in launching of new projects, and organizing promotional events and exhibitions
- Planned and delivered training programs. Designed training courses and programs necessary to groom job seekers. Ensured confidence development while preparing them for Interviews and GD Grooming persona of candidates through various management games and activities.

Home Land Magazine
Sr. Editor/Columnist

2013 - 2014

Fully accountable for writing Column on the current scenario of Real Estate in Nepal along with international news translated in Nepali, proof read the contents and finalize the news for print, Master of Ceremony in different Press Meets and functions on behalf of Home Land Media Pvt. Ltd

- Coordinate protocols for reviews, editing, and approval of communications materials
- Won big applauds and awarded with “Friendly Editor” Title at Home Land Media
- Involved in analyzing, organizing and integrating large amounts of complex, disparate information into clear, concise and easily readable documentation
- Liaised with journalists and in-house reporters and proofread all the editorial copy

Jiwan-Parivesh (YouTube Talk-Show)
Producer/Host

2012 - 2013

- Credited for hosting the first ever Nepali talk show on YouTube with the average of 10,000 viewers and published every 15 days, the show was focused on discussing the experiences of the guests in terms of lifestyles in Nepal compared to the United States
- Earned good experience in videography and video editing skills in iMovie

Nepal Dristi
Sr. Editor/Columnist

2011 - 2012

- Accountable for writing columns on the Nepali ongoing issues and how Nepalese abroad could cooperate with, edited four pages as a proof read and finalized news for publication

Bianca Enterprises
Evening Shift Manager/Customer Care Specialist

2010 - 2013

- Responsible for listening to the customer queries and resolving them at the earliest possible

- Assisted the cashiers in developing great ideas in making better sales and satisfying the customers in the store

PREVIOUS EXPERIENCES

HAMROAAWAZ.COM

Fall 2010

Editor/Featured Story Teller

SAN JACINTO TIMES

Fall 2008

News Desk Reporter

EDUCATIONAL CREDENTIALS

Masters' in Journalism (MJ), University of North Texas in Denton, TX, 2013

B.A. Journalism (Minor English), University of Texas at Arlington, TX, 2010

TRAININGS/WORKSHOP

- 21st Century Campaign Planning Workshop by Sumit Roy, 2015
- Exclusive Manual Photography Training by Afzal Khan, 2015
- 3rd & 4th THT Brandfest at Soaltee Crowne Plaza by The Himalayan Times, 2016/2017
- Digital Marketing Workshop by Subrojit Dutta, 2017
- NLP Certified Practitioner Training by Indra Gurung, 2018
- Training of Trainers (ToT) Certification Training by Prativa Joshi, 2019
- Life Coach Certification from New Skills Academy, USA, 2020
- Career Counseling Certification from Mindler, India, 2021

AWARDS/RECOGNIZATION

- Class Topper Full Scholarships for four consecutive years - Sirius English Boarding School (1997-2001)
- Gold Medal & Academic Scholarship at People's Campus for Humanities Faculty Topper, 2004
- Communications Departmental Outstanding International Student Scholarships at UTA, 2010
- Outstanding Contributor Award from merojob.com for the best service to the organization, 2016 & 2018
- Crity Award 2018 for merojob digital promotion under my leadership for Digital Advantage

RESEARCH

- Theoretical study of the Communication Model in Democratic Republic Brazil
- A comparative presentation about the Public Relations Society of America's reaction to an aircraft accident versus Nepali Public Relations Offices' reaction
- A visual presentation about National Geographic Story on "Untouchables in India"
- Qualitative Research on "Gender Differences in Nepali Social Sites like sajha.com"

ACTIVITIES/AFFILIATIONS

- International Students' Performer, San Jacinto & Houston Community College, Houston, 2006
- Golden Key International Honor Society member UTA, 2009
- NSA (Nepalese Students' Association) member UTA, 2009
- Kappa Tau Alpha member UTA, 2010

- National Society of Leadership and Success, Sigma Alpha Pi member UNT, 2011
- Volunteer/Public Relations Officer NST (Nepalese Society of Texas), 2011-2012
- Founder/Member SARC Dallas (Student Association Representative Council), 2012
- Society of Nepalese Journalists in Dallas, President 2013
- Board of Council Member at Nepalese Society of Texas Dallas, 2012-2013
- Producer/Executive Director for Midnite Production, An Entertainment Company, 2012-2016
- Associated with various Leo and Rotaract Clubs for youth empowerment, 2014-Present
- HR Kurakani Moderator for various episodes, Real Solutions Pvt. Ltd, 2015-2019
- Project Coordinator for YORK University, Canada funded disability related Project, 2017
- Mentor & Facilitator at CareerPrep, 2017-2020
- Mentor for CareerPrep Cohort II & III initiated by Women Development Advocacy Center, 2018
- Panelist and Judge on various discussions and Case Studies Competitions, 2016-Present
- Member of National Advisory Board at Nepal Youth Council, 2018-Present
- University Board Chair at AIESEC Nepal chapter, 2019-Present
- Skill Facilitator at SkillLab, 2019-Present
- President at Lions Club of Kathmandu Lotus RC, 2021-2022
- Founding Executive Member at Human Capital Development Professionals in Nepal, 2020
- Yuwacharya at The Art of Living, Nepal (Youth Leadership Training Program Graduate) 2020-Present

PERSONAL DOSSIER

Languages Known: Nepali, English, Hindi and basic Spanish/Newari

Nationality: Nepali

References: Upon Request