

Sunny Bajracharya

Experienced business professional with a 4+ year track record, including international remote freelancing experience with UK, USA, and Germany based companies.

Contact

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Kirtipur, Kathmandu



Training & Certifications -
International

Certified WIX Partner



Designed and deployed business
websites through the Wix



Content Marketing Certified
HubSpot Academy, USA | April 2025



Marketing Director Course, World
Marketing Course
Next MBA, Spain | April 2024



Google Digital Marketing and
E-commerce Professional Certificates
Google, USA | February 2024



Certified UK Agent and Counsellor -
Training
British Council, UK | Certified on December 2022



Leader Project Entrepreneurship Program
Ivey Business School at Western University,
Canada | April 2023



Training & Certifications -
Domestic



Parambha- A Workshop on Active
Citizenship
Yuwa, Nepal | February 2019



Manual and Computerized
Accounting Training
Individualized Development Education
Association, Nepal | February 2018 - August
2018



Diploma in Computer Application
Smart Info Tech, Nepal | June 2016 -
November 2016

Profile

Marketing professional | Claude AI Configuration | AI Prompt Engineer | Content Marketing Certified from HubSpot | Toastmaster - Vice President of Public Relation | Certified UK Education Agent and Counsellor by the British Council (Dec 2022 - Dec 2024) | WIX Creator | Go High Level (GHL) Experienced

Experience

Marketing Manager, January 2026 - Current Rajlaxmi Tax Consultancy - UK Outsourcing Partner

- Look after all the marketing strategy and execution
- Generated 7 inbound leads in 1 week through organic social content
- To hold meeting with all the department's head including directors regarding new clients, lost clients, customer retention and client complains.
- Improved client retention rate from 13% to 11% through targeted retention strategies

Recent Experience

Freelance & Consulting.

Digital Marketing Consultant, (April 2026) | Ialiguras.de German Based - Tours and Travel Company

- Drove 70+ organic user signups within 1 month
- Achieved #1 ranking in platform referral program
- Proposed Facebook Ads campaign to drive website traffic
- Proposed influencer + journalist hiking campaign featuring rescue dogs to boost brand visibility in Nepal market
- Developed comprehensive digital marketing strategy including Google Ads roadmap and Go High Level (GHL) setup.

Social Media & Automation Executive, (Jan, Feb 2026) | Advik Technologies Pvt. Ltd | USA Based - logistics Company (Saas)

- Created and managed brand presence across 5 platforms - Facebook, Instagram, TikTok, YouTube and X
- Produced 10+ promotional and short-form videos optimized for multiple platform formats (Facebook, Instagram, YouTube)
- Built end-to-end GHL automation pipeline - from lead capture through follow-up sequences up to 2 months for unconverted leads
- Designed complete CRM workflow covering customer intake, nurturing, and conversion tracking

Website design and deployment

- RED PARROT ACCOUNTING LIMITED - UK based accounting firm
 - <https://www.redparrotaccounting.com>
- CLEMENTINE RECRUITMENT (LONDON) LTD - UK based recruitment company
 - <https://www.clementinerecruitmentlondon.com>
- INDIVIDUAL MINDS LTD - UK based technical and vocational secondary education provider
 - <https://www.individualmind.co.uk>
- Built 3 business websites from scratch on Wix averaging 5 days per site
- Integrated contact forms, booking systems with payment gateway, and live chat
- Developed custom calculator tool for Red Parrot Accounting
- Configured SEO setup, custom domain, blog, and social media integration for each site
- Set up Google Analytics, and Google Search Console
- Ensured mobile responsiveness websites



Strategic Contribution

Vice President, July 2024 – Current Nayabazar Dhimme Khala, Kirtipur

As Vice President and a founding member of Nayabazar Dhime Khala, I provide strategic leadership, foster community engagement, oversee operations, coordinate team efforts, mobilize resources, and manage cultural events, while mentoring junior members to ensure the organization's sustainable growth and impact.

HBR Advising Council, Aug 2024 – Current Harvard Business Review

As a member of the research community, I provide insight to shape the content developed and enrich the understanding of ideas from HBR and the wider world of management and leadership.

Vice President of Public Relation (VPPR), Jul 2025 – Dec 2025 | ICA Toastmasters Club

As Vice President of Public Relations at ICA Toastmasters Club, I lead communication efforts to build strong connections within and outside the club. I guide a creative team to plan and execute outreach strategies, collaborate with other Toastmasters clubs for joint meetings, and promote our events and achievements to enhance visibility and engagement.



Old Experience

Logistics Assistance, Dec 2021 – Jan 2023 | Synergy Enterprise | Kathmandu

Importer and distributor of electronic equipment and power generator products sourced from India and China.

Internship, Sep 2020 – Nov 2020 Rastriya Baniya Bank | Kathmandu

State-owned commercial bank providing banking and financial services across Nepal.

Inventory Officer, Dec 2019 – Jun 2020 Internship, Aug 2019 – Nov 2020 Labels Nepal | Kathmandu

Authorized distributor and retailer of international sportswear and lifestyle brands including Adidas, Reebok, Asics, and Under-Armour in Nepal.

Comming soon – Sunny Bajracharya
Adventure Portfolio

Previous Experience

Business Development Officer, December 2024 – December 2025 Rajlaxmi Tax Consultancy | Bhaktapur

- Analyzed the Profit and Loss (P&L) accounts of the past 5 years to identify cost-cutting opportunities, analyzed company products and their revenue streams, and reviewed advertisement costs (ledger).
- Separated ATL, BTL, and TTL activities and identified the company's product life cycle (PLC) stages to decide which marketing campaigns to continue or discontinue. (£17,000 spent, with a cost saving of £10,000 through advertisement cost reductions.)
- Studied the ledgers of all 9 services to calculate the Lifetime Value (LTV) of each service, supporting strategic marketing decisions. (Total net income from these services over 5 years: £355,000.)
- Created a data-driven growth marketing strategy after developing detailed customer personas, customer journeys, pain points, and building a marketing funnel.
- Conducted monthly social media performance analysis and reporting, providing actionable insights for the next marketing campaigns in collaboration with the UK team. (Covered KPIs, metrics, competitor analysis, and related aspects.)
- Planned and executed marketing campaigns, including 2 webinars, SEO improvements, LTV to CAC ratio-based referral marketing campaigns, and ATL, BTL, and TTL activities.
- Performed cold calling for UK-based businesses via VOIP, and created and edited content (edited podcast videos, reducing 40-minute videos to 25 minutes by cutting unnecessary parts).
- Developed lead generation strategies, customer retention strategies, and strategies to win back lost clients (Customer Win Back Marketing Campaign) over a 5-year period.
- Created a content engine, ensuring monthly content audits and a content calendar, and developed lead magnets and funnel systems.
- Created an LTV tracker and client value segmentation and ranking tool to prioritize high-value clients and shape retention and reactivation strategies.

Admission & Business Associate, September 2023 – November 2024 Global Education & HR | Kathmandu

- Engaged with prospective clients through consultations, presentations, and follow-up communications.
- Developed strategies for generating leads and attracting new clients through various channels such as online marketing, referrals, and events.
- Created marketing materials, including brochures, flyers, website content, and social media posts. Collaborated with other education agencies and consultancies to broaden the consultancy's network and reach.
- Analyzed competitors to identify their strengths, weaknesses, and market strategies.
- Conducted research to understand current trends in international education, including popular study destinations, emerging fields of study, and changes in visa regulations.
- Provided training to junior staff and new team members on admission processes, visa requirements, and customer service. Maintained accurate records of student applications, visa processes, and other important documentation.
- Script writing, acting on promotional video also Report writing and presentation. Provided detailed guidance on the application process, including documentation requirements, deadlines, and procedures.
- Wrote Standard Operating Procedure (SOP) for Business, Marketing, Classes, Cold call/mail, Warm call, SEO and related.

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