

SAUGAT SANKAR

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Results-driven Digital Marketing & Communications professional with 3+ years of experience planning and executing integrated campaigns across Meta Ads, Google Ads, SEO, and social media. Track record of exceeding targets - including a **30% revenue uplift** and **40% organic traffic growth** across client accounts. Equally comfortable owning strategy and hands-on execution across multi-client environments, with additional depth in CRM setup, lead pipeline management, and marketing analytics.

PORTFOLIO HIGHLIGHTS

Full portfolio: saugatsankar.com.np

Meta EV Nepal - “Free Ride” Campaign · *Electric Vehicle Brand, Kathmandu*

- ▶ Full-funnel Meta Ads campaign strategy built around Nepal's fuel import dependency narrative - from audience research and creative direction to video script writing and ad copy.
- ▶ Positioned EV adoption as a geopolitical and economic choice for Nepali consumers; generated **295 WhatsApp leads on a \$5.71 budget** with a 6.84% CTR.

Arama House - Digital Launch Strategy · *Hospitality & Leisure, Jhamsikhel*

- ▶ Developed a phased digital marketing execution plan covering GMB, Meta Ads, and WhatsApp strategy across four audience tracks: international guests, elite local, upper-middle-class professionals, and general public.
- ▶ Delivered budget allocation plan (NPR & USD) with a 30-day quick-win roadmap ahead of the July 2026 launch.

Air Smart Pvt. Ltd. - Marketing & Website Pitch · *Midea AC Dealer, Kathmandu*

- ▶ Built a comprehensive pitch covering competitor analysis, AQI-aware content strategy, pricing architecture, Reels/installation storytelling, and a 30-day quick-win plan - along with HTML wireframe mockups.

EXPERIENCE

Head of Digital Operations & SEO | NP Rugs & Jemu Home

Jun 2026 – Present · Kathmandu

- ▶ Own the full digital operations function across two B2B export brands - managing **SEO strategy, social media content, email marketing, newsletters**, and internal marketing systems.
- ▶ Leading international lead generation efforts targeting wholesale buyers in the US, UK, and EU markets.
- ▶ Conducting technical SEO audits across both brand websites, identifying and resolving critical indexation issues including HTTP 403 crawl blocks and missing schema markup.
- ▶ Building and maintaining marketing dashboards to track organic traffic, enquiry volume, and campaign performance across both brands.

Digital Marketing Specialist (Contract) | Chautari Digitals

Feb 2026 – Jun 2026 · Kathmandu

- ▶ Planned and executed integrated digital campaigns across **Meta Ads, Google Ads, TikTok**, and organic social for multiple client accounts simultaneously.
- ▶ Developed content strategies, creative briefs, and performance reports tailored to each client's audience and objectives.
- ▶ Coordinated with design teams to ensure brand consistency and on-time delivery of campaign creatives.
- ▶ Monitored campaign analytics and implemented A/B testing to optimize cost per acquisition and engagement rates.

Head of Digital Marketing & Operations | MetaEV Enterprise

Jul 2024 – Present · Kathmandu · Hybrid

- ▶ Designed and launched the company website and core digital infrastructure, improving organic visibility and UX from the ground up.
- ▶ Built real-time dashboards integrating website and CRM data to surface **lead flow, conversion rates**, and operational bottlenecks.
- ▶ Implemented a zero-leak lead management system ensuring full accountability across the sales pipeline and maximizing ROI on ad spend.
- ▶ Produced full-funnel campaign content including video scripts, social copy, and ad creatives for the SRM EV product line.

Sales & Digital Marketing Associate | Streamstop.co

Nov 2023 – Nov 2024 · Remote

- Designed and launched integrated digital campaigns (email, social, paid search), **surpassing quarterly targets by 30%** and generating ₹300,000 in revenue during the website-launch campaign.
- Managed a **₹30,000 monthly ad budget** across Google Ads and Meta Ads, executing A/B tests that improved cost per acquisition by 20%.
- Optimized on-page SEO to drive a **40% increase in organic traffic**; published content assets that grew social engagement by 50%.
- Compiled and analyzed performance metrics via Google Analytics and custom dashboards, delivering monthly reports to senior leadership.

Freelance Web & Marketing Developer | Linkway Cargo · Project

Dec 2025 – Feb 2026

- Developed and deployed a logistics website to support customer acquisition and service inquiries.
- Built a custom data pipeline to track user engagement and service inquiries, enabling data-backed operational decisions.

Acquisition Editor | Webnovel.co

2017 – 2024 · Remote

- Negotiated content acquisition and managed author relationships, resolving feedback loops within 48 hours.
- Coordinated cross-functional feedback to optimize community engagement, driving an **18% increase in platform traffic**.
- Presented platform features in live webinars, generating a **20% lift** in author trial sign-ups.

SKILLS

Digital Marketing: Meta Ads Manager, Google Ads, TikTok Ads, A/B Testing, Email Automation, SEO/SEM, Content Strategy

Analytics & Reporting: Google Analytics (GA4), Meta Insights, Custom Dashboards, Campaign Performance Reporting

CRM & Operations: Lead Pipeline Management, CRM Setup & Automation, Zendesk

Content & Creative: Copywriting (English & Nepali), Video Script Writing, Canva, Basic Photoshop

Tools & Tech: Python (automation), HTML/CSS, Generative AI, API Integration, Jira, Slack

EDUCATION

High School Diploma & Vocational Civil Engineering

2018 – 2022

Shree Bhanu School and College