

# SUSHIM THAPALIYA

DIGITAL MARKETER / PHOTOGRAPHER / COPYWRITER / SOCIAL MEDIA MANAGER / UI UX DESIGNER

## PROFILE

A highly motivated storyteller with 5 years of experience in visual marketing, social media strategy, branding, and UI/UX design.

## CAREER SUMMARY

**Founder, Grayscale Media (Remote Freelance)**  
**December 2022: Present**

Founder of a freelance Digital Marketing service focusing on UI/UX designs, Social media management, Copywriting, and marketing

- Establishing a digital brand presence
- Developing a comprehensive digital marketing plan
- Developed and managed a content calendar on a monthly and annual basis
- Utilized skills in photography, videography, and copywriting to create compelling content.
- Crafted engaging blog content.
- Managed various social media platforms to increase brand visibility and engagement.

**Content Strategist and Social media manager, Numinous Creative (Portland, United States of America)**

**February 2022: Present**

Produced and curated high-quality content for clients. Research market trends on digital platforms.

- Contribute articles, press releases, and newsletters with SEO optimization to increase customer retention and engagement
- Developed copywriting, graphic design, and pictures for client socials for marketing campaigns
- Managed, and analyzed social media platforms to optimize customer relations.
- Generated comprehensive social media reports that successfully increased sales and expanded social media reach.

**Communications and Outreach Officer, Daayitwa Abhiyan Organization (Lalitpur, Nepal)**

**September 2021: April 2022**

- Developed and delivered compelling stories to successfully reach donors and partners for funding- written and video form
- Created effective strategies to utilize project funds for marketing and communication purposes.
- Managed various blogs, websites, and social media pages to increase engagement and visibility.
- Led successful photography and videography projects to support the company's objectives.
- Designed visually appealing and informative graphics for social media platforms.
- Developed communication materials and strategies to expand the company's reach on digital platforms.







**Content Strategist, PIXLR (Kuala Lumpur, Malaysia)**

**April 2021: September 2021**

- Conducted research on industry-related topics to identify customer needs and gaps in content.
- Proficiently proofread, edited, and analyzed digital copy for quality assurance.
- Wrote engaging blogs and distributed written content across appropriate platforms to increase engagement.
- Revised and optimized content using insights gathered from SEO research.
- Captured high-quality pictures to be used for digital content.
- Collaborated with the team in creating suitable content for various social media platforms, such as LinkedIn, Tiktok, and Reddit, to effectively engage with the target audience.
- Got our product on the Top 10 highest-rated photo editing apps on Product Hunt

## SKILLS

- Developing and implementing effective digital marketing strategies
- Strong understanding of SEO, SEM, PPC, and other digital marketing techniques
- Social media management and marketing expertise
- Content creation and curation skills, including copywriting, graphic design, and photography
- Analytical and data-driven approach to marketing, including ability to measure and analyze ROI, traffic, and engagement metrics
- Proficiency with various digital marketing tools, such as Google Analytics, SEMRush, Hootsuite, and Adobe Creative Suite
- Knowledge of web design and UX principles to improve website performance and user experience
- Excellent communication and interpersonal skills to work effectively with cross-functional teams and clients
- Ability to stay updated with the latest trends and technologies in digital marketing to remain competitive and innovative.

- Photography 
- Communication & presentation skills 
- Copywriting & Blog writing 
- SEO optimisation 
- Social Media Marketing 
- Visual Marketing 

## SOFTWARES

- Photoshop 
- Canva 
- Microsoft Office 
- Microsoft excel 

## LANGUAGES

- English 
- Japanese 
- Nepali 
- Hindi 
- Spanish 

## CHARACTER REFERENCES

**Sirsha Rijal from Daayitwa Abhiyan**  
sirsha.risal@daayitwa.org

**Sandra Goh from Inmagine Groups**  
sandra.goh@123rf.com

**Prabina Dhungana, Operational Manager**  
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**Nicholas Medley from Ritsumeikan Asia Pacific University**  
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**Dr. Argho Bandyopadhyay from Sunway University**  
argho@sunway.edu.my

### Previously published on:

- **Himalayan Times** - Inside Himalayas Travel and Culture column
- **Projek Waste** - Ocean conservation organization, Malaysia
- **Pixlr and Designs.ai** - Photo editing and design products, Singapore
- **ECS media** - English-based travel magazine, Nepal

## EDUCATION

- **Bachelor's Hons in Marketing, Sunway University, Kuala Lumpur & Lancaster University**  
January 2020: December 2021
- **Asia Pacific School of Business, Ritsumeikan Asia Pacific University, Beppu**  
April 2017: July 2019

## HOW TO REACH ME



KATHMANDU, NEPAL



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