

NEONIKA PARAJULI

IT & Digital Operations Professional

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PROFESSIONAL SUMMARY

IT Professional with experience in IT Support, Digital Operations, Web Development, Networking, and Digital Design. Passionate about using technology to solve problems, improve work processes, and create useful digital solutions. Skilled in combining technical knowledge with creative ideas to deliver effective results. Always eager to learn, grow, and take on new challenges in technology and multimedia.

WORK EXPERIENCE

Ambassadors Club Nepal

Kathmandu, Nepal · Hybrid

IT & Digital Operations Associate | Jan 2026 – Present

IT Support Intern | Jul 2025 – Jan 2026

Progressed from IT Support Intern to IT & Digital Operations Associate, supporting the organization's digital platforms, website management, creative content, virtual events, internal documentation, and technical operations.

- Managed and monitored digital platforms to ensure smooth day-to-day organizational operations.
- Maintained websites through content updates, publishing support, and basic development assistance.
- Designed digital creatives for campaigns, events, webinars, and social media platforms.
- Supported social media management, campaign tracking, and engagement performance review.
- Coordinated virtual meetings and webinars using digital collaboration tools.
- Organized digital records, member data, event information, and internal documentation.
- Provided technical support for software, hardware, devices, and network-related issues.

Digital Marketing Manager | Orchid Overseas Pvt. Ltd.

Freelance | Kathmandu, Nepal · Hybrid

Jun 2024 – Present

Managed digital marketing activities for Orchid Overseas Pvt. Ltd., focusing on brand visibility, audience engagement, lead generation, social media management, creative coordination, and paid advertising campaigns.

- Developed and executed digital marketing strategies to improve brand visibility, audience engagement, and lead generation.
- Managed social media platforms by planning content calendars, creating campaigns, and monitoring performance across multiple platforms.
- Designed and coordinated digital marketing materials, social media creatives, and promotional content.
- Collaborated with internal teams to align marketing activities with business goals and campaign objectives.
- Reviewed campaign performance, audience response, and engagement results to improve future marketing activities.

Multimedia Specialist | Newlook – Beauty for Life

Full-time | Kathmandu, Nepal · On-site

Sep 2024 – Apr 2025

Created multimedia and digital marketing content to support campaigns, events, website updates, social media platforms, and promotional activities while maintaining consistent brand communication.

- Designed creative visual content, including social media graphics, promotional materials, banners, brochures, and branding assets.

- Created digital marketing materials and multimedia content for campaigns, events, and promotional activities.
- Assisted in developing visual concepts and creative designs aligned with organizational branding.
- Managed website content, updates, and digital assets to maintain an engaging and user-friendly online presence.
- Coordinated content development for websites and social media platforms to improve audience engagement and visibility.

Creative Marketing Manager | Dee Van Unisex Salon

Full-time | Kathmandu, Nepal · Hybrid

Aug 2022 – Nov 2023

Managed creative marketing activities to support brand awareness, customer engagement, service promotions, customer relationship management, and social media growth for the salon.

- Developed creative marketing campaigns to increase brand awareness, customer engagement, and service bookings.
- Managed social media platforms by creating promotional campaigns and monitoring audience interactions.
- Designed marketing creatives, promotional materials, and visual content to maintain a consistent brand identity.
- Collaborated with management and operational teams to align marketing activities with business goals and customer needs.
- Reviewed campaign performance, customer behavior, and market trends to improve marketing strategies.

Graphic Design Intern | Adverteyes Media

Full-time | Kathmandu, Nepal · On-site

Nov 2021 – Apr 2022

Supported the creative team in developing branding materials, social media creatives, promotional designs, and visual content for digital and print campaigns.

- Assisted in designing banners, posters, brochures, digital advertisements, and promotional materials.
- Supported the development of branding materials and visual assets for client campaigns.
- Collaborated with the creative team to develop visual concepts and design ideas.
- Assisted in image editing, layout design, and content preparation for digital and print media.
- Worked with marketing and content teams to create visuals aligned with campaign objectives.
- Participated in brainstorming sessions and contributed creative ideas for client projects.
- Supported multimedia content creation through graphic design and visual storytelling.

EDUCATION

Information Technology (Bachelors) | London Metropolitan University

Batch of 2024

Grade: GPA 3.40 (Upper-Second Class Honors)

Higher Secondary School (+2) | Naya Aayam Multi-Disciplinary Institute (NAMI)

Batch of 2021

Grade: GPA

Secondary School (SEE) | Paragon Public School

Batch of 2019

Grade: GPA

CORE SKILLS

IT Support, Technical Troubleshooting, Network and Device Troubleshooting, Web Development Support, Social Media Management, Digital Operations Management, Website Content Management, Graphic Design, Visual Content Creation, Documentation, Team Collaboration, Problem Solving, Campaign Promotion, Record Management, Creative Marketing, Branding, Performance Tracking

TOOLS & PLATFORMS

Website CMS, CRM System, WordPress, Meta Business Suite, Facebook Ads Manager, Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator, VS Code, Google Workspace

LANGUAGES

- Nepali
- English
- Hindi

PORTFOLIO / SELECTED PROJECTS

Available upon request.

REFERENCES

Available upon request.