

YALISHA SHRESTHA

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Toronto, ON

PROFESSIONAL SUMMARY

Dynamic professional with a progressive career path spanning operations, marketing coordination, and executive leadership. Demonstrated 5+ years of success in driving marketing strategies and optimizing operational efficiency to achieve business objectives. Proven ability to transition seamlessly between roles and contribute value at every level of the organization.

STRENGTHS AND EXPERTISE

- Marketing Strategy Development
 - Project Management
 - Market Research & Analysis
 - Digital Marketing
 - Team Leadership & Collaboration
 - Administrative Support
 - Office Management
 - Communication Skills
 - Multi-Tasking Skills
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PROFESSIONAL EXPERIENCE

Neoteric | Dell Technologies | Dell EMC

April 2021- Sept 2023

Enterprise Marketing Executive

- Developed and executed comprehensive marketing strategies, encompassing traditional and digital channels, resulting in a 25% increase in brand visibility.
- Led cross-functional teams in the planning and implementation of integrated marketing campaigns, ensuring alignment with business objectives and brand messaging.
- Established and nurtured strategic partnerships with industry influencers and key stakeholders, driving collaborative initiatives and enhancing brand reputation.
- Utilized advanced analytics and market research methodologies to identify emerging trends and consumer insights, informing strategic decision-making and product development efforts.
- Orchestrated successful product launches, overseeing all aspects from market analysis and positioning to promotional activities and sales support, resulting in a 15% increase in revenue within the first year.
- Implemented marketing automation tools and CRM systems to optimize lead generation, customer engagement, and conversion rates, increasing marketing ROI by 20%.
- Conducted regular performance evaluations and KPI assessments, leveraging data-driven insights to refine marketing strategies and improve campaign effectiveness.
- Mentored and coached marketing team members, fostering a culture of continuous learning and professional development.

Neoteric | Dell Technologies | Dell EMC

Nov 2019 - March 2021

Marketing Coordinator

- Coordinated multi-channel marketing campaigns, including print, digital, and social media, to promote brand awareness and drive customer engagement.
- Managed the creation and distribution of marketing materials, ensuring consistency with brand guidelines and messaging across all touchpoints.
- Analyzed campaign performance metrics and customer feedback to optimize marketing efforts and enhance ROI.
- Collaborated with sales teams to develop targeted marketing collateral and sales tools, supporting lead generation and conversion efforts.

- Conducted market research and competitive analysis to identify market trends, consumer preferences, and opportunities for differentiation.
- Developed and maintained content calendars for social media platforms, ensuring consistent and timely communication with the target audience.
- Assisted in the planning and execution of trade shows, conferences, and other promotional events to increase brand visibility and generate leads.
- Coordinated with external vendors and agencies to execute marketing initiatives within budget and timeline constraints.

CloudFactory | UK, US, Kenya, Nepal

May 2018 - Oct 2019

Operation Assistant

- Provided comprehensive administrative support to senior executives, managing calendars, scheduling meetings, and handling correspondence.
- Streamlined office procedures and workflows to improve operational efficiency, resulting in a 15% reduction in administrative overhead.
- Managed office supply inventory, negotiated vendor contracts, and processed purchase orders, ensuring timely delivery of essential resources.
- Assisted in budget planning and expense tracking, reconciling accounts and preparing financial reports as needed.
- Implemented and maintained digital filing systems and document management platforms to streamline information retrieval and storage.
- Coordinated employee training programs and onboarding processes, ensuring compliance with company policies and procedures.
- Collaborated with HR department on recruitment activities, including job postings, candidate screening, and interview scheduling.
- Acted as a liaison between departments, facilitating communication and fostering cross-functional collaboration.

EDUCATION

Niagara College

Post Graduate - International Business Management

Kathmandu University

Bachelor of Business Administration

ACHIEVEMENTS

- Won International Award - “ INNOVATIVE MARKETING 2021“ From Dell Technologies - asian pacific
- Worked with 8 Major International Brands - Dell, Dell EMC, Logitech, SAP, ASUS, PeopleLink, Hikvision, Haier
- Led 25+ cross-functional multichannel marketing campaigns from brand awareness to lead generation.

Availability: Full Time

Reference: Available on request