

PARAKH KARKI

Social Media Executive | Digital Marketing & Content Strategy

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PROFESSIONAL SUMMARY

Social Media Executive with 2+ years of experience managing digital marketing and social media operations for 6+ FMCG brands at Equity Trade International, including Nawon Basil Seed Drink, 3 Sisters Drink Nepal, and SuperChef. Skilled in developing and executing content strategies, managing Meta Ads campaigns, optimizing SEO, maintaining website content, and creating high-quality visual creatives. Experienced in planning content calendars, analyzing campaign performance, driving audience engagement, and using data-driven insights to strengthen brand visibility and digital growth across multiple platforms.

PROFESSIONAL EXPERIENCE

Social Media Executive

Equity Trade International

01/2026 – Present
Kathmandu, Nepal

Brands: Nawon Basil Seed Drink, 3 Sisters Drink Nepal, SuperChef

- Manage social media presence for 3 FMCG brands, achieving 800.79K+ reach, 9.8K+ content interactions, and 11.9K+ profile visits within 6 months.
- Grew the combined follower base by 1,087+ through strategic content planning, audience engagement, and targeted campaigns.
- Plan and execute content calendars, product campaigns, seasonal promotions, and social media strategies across Facebook and Instagram.
- Create on-brand social creatives using Canva and Adobe Photoshop while maintaining consistent visual identities across brands.
- Plan, run, and optimize Meta Ads campaigns, generating 262K+ campaign reach while monitoring performance, engagement, and cost efficiency.
- Manage digital operations across 6+ FMCG brands, including SEO, website CMS updates, website content, product photography, and performance tracking, contributing to 8.3K+ website visits and 6.9K+ link clicks.

Social Media Handler

British Color Industries Pvt. Ltd

02/2024 – 12/2025
Kathmandu, Nepal

- Managed daily content publishing and social media operations, ensuring consistent brand presence across digital platforms.
- Created and optimized engaging content to strengthen brand visibility, audience engagement, and online presence.
- Supported digital marketing campaigns and promotional activities from concept development through execution and publication.
- Monitored and reported content performance, reach, engagement, and audience metrics to support data-driven marketing decisions.
- Managed community interactions and customer engagement, maintaining active communication and strengthening audience relationships.

EDUCATION

Bachelor of Computer Science (BCS.IT)

KFA Business School & IT

11/2024 – Present
Kathmandu

High School Certificate (+2, NEB)

Omega International College

06/2021 – 08/2023
Lalitpur

CORE COMPETENCIES

Digital Marketing & Strategy

Digital Marketing, Social Media Management, SEO, Content Strategy, Content Creation, Brand Promotion, Community Management, Campaign Coordination

Design & Creative Tools

Canva, Adobe Photoshop, Visual Content Creation, Social Media Creative Design, Website CMS / Admin Panel Management

Analytics & Performance

Meta Business Suite, Meta Ads Manager, Paid Social Advertising, Performance Analytics, Competitor Analysis, Market Research, Audience Insights, KPI Tracking

Collaboration

Cross-Functional Coordination, Creative Thinking, Time Management, Multitasking, Problem Solving