ASHUTOSH DHAKAL

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SUMMARY

Analytical and results-oriented MBA candidate specializing in Business Analytics, with experience in academic research, digital marketing, and data-driven decision support. Currently serving as a Graduate Assistant at Arkansas State University, contributing to research, instructional development, and student learning initiatives. Previously held roles in marketing and sales across the UK and Nepal, leading performance tracking, client engagement, and market expansion projects. Skilled in analytical tools, strategic thinking, and cross-functional collaboration, with a strong interest in data analytics, business intelligence, and process optimization.

EDUCATION

Arkansas State University - Jonesboro, Arkansas **Aug 2024 – May 2026 (Expected)**
Master's in Business Administration (Concentration: Business Analytics)

Ulster University (London Campus) - London, UK **Feb 2021 – May 2022**
Master of Science in Marketing (Concentration: Marketing)

Universal College - Tribhuvan University, Nepal **Oct 2014 – Dec 2018**
Bachelor's in Business Administration (Concentration: Finance and Marketing)

SKILLS

Tools: Google Analytics, WordPress, Canva, Photoshop (Basic), SAS, Python (Basic), SAS Enterprise Miner, JMP Pro, SAS Viya, Simio.

Skills: Critical thinking, Strategic management, Project management, Finance.

Technical Skills: Data analysis, Digital marketing, Social media monitoring, Market analysis.

Office Tools: MS Excel (Business Analytics System), MS Word, PowerPoint.

EXPERIENCE

Arkansas State University **January 2025 – Present**
Graduate Assistant *Jonesboro, Arkansas, U.S.A*

- Research: Assisted in research for a professor on state budgets and state budgeting procedures, including data collection, literature review, and analytical support.
- Instructional Support: Assisted in the preparation and delivery of course materials, including lectures, assignments, and exams.
- Student Support: Offered academic guidance to students through tutoring, clarifying concepts, and helping with course-related inquiries.
- Material Development: Created engaging and relevant instructional materials, including presentations, handouts, assignments, and assessments for the Spring semester.

Bidhi & Co Immigration Ltd **May 2021 – July 2023**
Marketing Executive *Charlton, London, U.K*

- Web Content Management: Published, maintained, and updated web content, ensuring accurate and relevant information for 15+ clients, driving user engagement.
- Data Analytics & Performance Tracking: Managed Google Analytics for tracking, data reporting, and performance analysis on various platforms, providing insights for decision-making and optimization.

- Client Relationship Management: Developed and nurtured strong client relationships to support business growth, ensuring continuous communication and customer satisfaction.
- Marketing Budget Administration: Assisted in the administration and management of the marketing budget for 25+ projects, ensuring optimal allocation of resources and compliance with financial goals.

The Nepal Distilleries Pvt Ltd. **June 2018 – Mar 2021**
Sales Supervisor *Kathmandu, Nepal*

- Business Development: Explored new business opportunities and opened new accounts, contributing to a 15% increase in the company's market share in 2020.
- POS Execution & Brand Visibility: Oversaw the execution of point-of-sale (POS) activities, advertising, promotions, and salesforce management, ensuring effective brand visibility and alignment with marketing goals.
- Sales Leadership & Revenue Growth: Led customer acquisition efforts, negotiating and managing sales contracts, which resulted in significant revenue growth and new client onboarding.
- Budget & Payroll Management: Managed sales representative budgets and payroll, supporting team efficiency through training and development programs.
- Sales Techniques & Maximization: Used proven techniques to close sales, cross-sell, and upsell, optimizing revenue potential through customer engagement strategies.

The Nepal Distilleries Pvt Ltd. **May 2018 – Aug 2018**
Intern in Event Department *Kathmandu, Nepal*

- Marketing Campaign Leadership: Led marketing campaigns for on-trade channels (HORECA), organizing events that drove customer engagement through targeted promotional activities in hospitality venues.
- Influencer & Brand Ambassador Collaboration: Assisted in influencer marketing campaigns by collaborating with brand ambassadors and social media influencers, improving brand visibility within the hospitality sector.
- Vendor Negotiation & Procurement: Negotiated terms and pricing with vendors, ensuring cost-effective procurement of resources for events, while coordinating with the Purchase Department to streamline logistics.
- Event Financial Management: Handled financial aspects of event planning, including invoice management, billing processes, and payment schedules, ensuring timely payments to vendors and partners.

PROJECTS AND CERTIFICATIONS

Digital Marketing Project for O2 Arena, London

Successfully completed a digital marketing project that involved a detailed study of digital marketing plan formulation and implementation for the company's presence in the real world. This project focused on evaluating various social media practices and their effectiveness in driving marketing success. Through detailed research, I explored how to formulate a marketing plan, research social media marketing techniques and strategies, and implement the plan to improve performance, innovation, and long-term growth.

Certifications

- Social Media Monitoring & Critical Thinking Certification — LinkedIn Learning.
- Digital Marketing Masterclass: AI and Social Media Marketing (69-hour course) — Udemy.
- Volunteered in publicizing the benefits of meditation, mental awareness, and self-development through a charitable organization — Himalayan Siddhababa Spiritual Academy, UK.
- Secured first position in a group discussion debate regarding Business Globalization organized by Tribhuvan University, Nepal.