

Suman Krishna Shrestha

Lagankhel, Lalitpur

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SUMMARY

To work in the most challenging position with an organization that provides ample opportunities to learn and to contribute.

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

- Over ten years experience in senior management, with overall responsibility of all corporate and administrative functions.
- Eight years of experience in Marketing, Internal & External affairs, Operation Management. This includes managing 20 full time staff and over 25 part time staff, preparing their job descriptions, writing job plans, carrying out quarterly, six monthly and yearly job reviews and performance reviews.
- Have extensive experience in relationship building both with customers and stakeholders, government departments and ministries and other development partners. These included both organisations in Nepal and abroad.
- Experience in identification of training needs, preparing and carrying out training needs analysis, writing proposals and delivering training. This includes implementing and creating staff development programmes.
- Nine years of extensive experience in planning, delivery, monitoring and evaluation in private and public sector and international organisations involved in media, education and marketing.
- Proven ability to develop and implement marketing strategies targeting focus groups and organisations. Expertise in creating markets, research methodology, data analysis, interpretation and report writing.

SKILLS

- Event Management, Media and Publications
- Business Development
- Marketing Communications
- Social and Digital Media
- Marketing Planning and strategy
- Relationship Building and maintaining networks
- Understand, create and manage media programs
- Excellent interpersonal, communication, analytical and PR skills

PROFESSIONAL EXPERIENCE

The British College, Kathmandu

Marketing and PR Manager - August 2012 till date

As Marketing and PR Manager at The British College, Nepal I have total responsibility for the Marketing Plans, Branding, Marketing Strategic, PR and Media relations, management of the internal and external affairs, admissions and enrolment of students within Nepal and outside Nepal, too.

- Responsible for creating, implementing and measuring the success of: a comprehensive marketing, communications and public relations program that will enhance the Organisation's image and position within the marketplace and the general public, and facilitate internal and external communications; media relations, client acquisition and so forth.
- Responsible for editorial direction, design, production and distribution of all Organisation publications, publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes;
- Coordinate media interest in the Organisation and ensure regular contact with target media and appropriate response to media requests and act as the Organisation's representative with the media; often via telephone and email; writing and distributing press releases to targeted media; collating and analysing media coverage;
- Organising events including press conferences, exhibitions, open days and press tours; maintaining and updating information on the organisation's website; managing and updating information and engaging with users on social media sites such as Twitter, LinkedIn, Instagram, Google Plus and FaceBook;

International School of Management and Technology (ISMT), Kathmandu Campus

Operations Director – June 2011 to June 2012

As Operations Director at ISMT, Kathmandu Campus I have total responsibility for the overall Management of college which includes Marketing, PR and Media Relations, admissions and enrolment of students within Nepal and outside Nepal, staff development.

- Development and implementation of strategy and policy in the areas of quality assurance, operations and quality enhancement of the College; ensuring student retention rates;
- Working for fulfilment of the College's vision and purpose; and updating Chief Executive Officer for the progress in the achievement of the College's strategic growth plan as well as with the issues that affect the implementation of these strategies;
- External Links and Partnerships; leads the College in developing and sustaining mutually beneficial partnership relations with Universities and

other professional/examining bodies with the direct supervision and guidance of the Chief Executive Officer;

- Promoting relationships between the College and agencies for the purpose of student recruitment;

AEC Nepal, Chitwan

Branch Manager - May 2005 to April 2011

As Branch Manager at AEC Nepal, Chitwan I have total responsibility for the overall Management of branch which includes student enrolment on various training courses, study abroad and management of seminars.

- Supervising and coordinating the counselling the branch staff and overall branch operations and documentation staff to ensure that the counselling and documentation in the department is legitimate and in necessary order.
- Making marketing plans in regard to USA, Australia, UK Education and IELTS/ TOFEL/GMAT/GRE classes: Providing in/out house counselling sessions, presentations and seminars at location required.

EDUCATION

MBA (Executive), Marketing

The British College, 2016- Continue
Leeds Beckett University, UK

MBA, HR

Infomax College, Pokhara, 2012
Sikkim Manipal University

BBS, Marketing

Balkumari College, 2006
Tribhuwan University

VOLUNTEER EXPERIENCE

- Secretary General, JCI Patan
 - Secretary General, JCI Nepal 38th National Convention 2011
 - President 2007-2008, Leo Club of Narayangarh Balkumari
 - Life time Member, Nepal Red Cross Society
 - Executive Vice President, JCI Narayangarh
 - Chairman for Media and Public Relations, JCI Nepal
 - Member, Amnesty International
 - Executive Member, Nepal Cancer Relief Society
 - Member, Youth Club of Narayangarh
 - Secretary General, Newa Pucha
 - Founder President, Association of Education Consultancy, Chitwan, Nepal
 - Secretary General, Education Consultancy of Nepal (ECAN), Chitwan
 - JCI Trainer, JCI Nepal
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REFEREES

- Dr. Michael J Barnes, Principal at **The British College**, Kathmandu, Nepal
Phone: 97715111100 Extn 195
Email : mbarnes@thebritishcollege.edu.np
 - Dr Arun Bajracharya, Faculty Member (Construction Project Management Programme)
Heriot-Watt University, Malaysia
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 - Arun Chaudhary, Managing Director at **Chaudhary Group**, Kathmandu, Nepal
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