

# Sujit Luintel

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Responsible for the promotion of the site and digital products of Kantipur Media Group (KMG)

Responsible for marketing the Kantipur Media Group (KMG) mobile apps (eKantipur, Kantipur TV HD, Radio Kantipur, Nepal Magazine, Nari Magazine, Saptahik), using paid, owned and earned media to drive downloads and help drive performance.

Improve the usability, design, content and conversion of KMG network digital products.  
Responsible for planning and budgetary control of all digital marketing.

Review new technologies and keep the company at the forefront of developments in digital marketing.

Responsible for driving convergence across platforms, using owned media on the site to strengthen the association between the Paper, TV and digital products and take responsibility for the promotion of the site and digital products of Kantipur Media Group (KMG)

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## Skills

- Marketing Strategies & Campaigns
  - Corporate Communications
  - Creative Team Leadership
  - Product Positioning & Branding
  - Online Research
  - Public & Media Relations
  - New Product Launch
  - Strategic Planning
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## Awards

**Employee of the Year 2017**

**Award of Excellence for Outstanding Performance June 2016** (*ek Channel, reform & Promotion*)

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## Professional Experience

**KANTIPUR DIGITAL CORP (KDC), KATHMANDU** – *Sister Company of Kantipur Media Group (KMG), which digitalize all contents produced by group companies – Kantipur Publication, Kantipur Television and Radio Kantipur.*

**Audience Engagement Department - Head**, 11/2015 to Present

Strategize Online posting of text, pictures and videos in Websites, Social Medias and YouTube, overseeing a revenue optimization with 15-member team. Brand Management, Public Relation, intra-media relations, product launches, advertising and online boosting, Campaign Management (Social Medias), user grievances handler.

### **Selected Accomplishments:**

- Acting as a Department Head bridging Tech team and Digital Marketing team.
- Feedback collector and issue solver.
- Assisted in Kantipur publication's websites building process and transformed previously rigid websites into a dynamic websites improving content visibility and news flow taking care of revenue generation.
- Performed ongoing subscriber/market research and demographic profiling of user to identify and capitalize on unmet market needs ahead of the curve.

**DESTINY EDUCATION & CAREER CONSULTANCY, Kathmandu** – *Full-service counseling and Visa processing private company*

**International Relation officer**, 9/2010 to 8/2011

Developed marketing programs for a variety of business-to-business clients. Used approaches to create balanced programs for students to build their career.

***Selected Accomplishments:***

- Expanded student base by 20% within a year by consistently delivering goal-surpassing visa success results and ensuring complete client (student) satisfaction.
  - Earned university link up certificates from USA, AUS, UK, Singapore, Malaysia and India.
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## Technology

**Software:** MS Office (Word, Access, Excel, PowerPoint), Adobe Premier, Adobe Photoshop

**Web/Multimedia:** Search Engine Optimization, Content Management Systems, Google AdSense, Google AdWords, Google DFP, Facebook Instant Articles, YouTube Monetization

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## Education

**INSTITUTE OF MANAGEMENT STUDIES (IMS), THAPATHALI  
TRIBHUVAN UNIVERSITY**

**Bachelor of Information Management, 2015**

- Major: Information Technology
- Minor: Management
- Graduated with first division SGPA: 3.3

**WINDSOR INSTITUTE OF COMMERCE, SYDNEY  
AUSTRALIA**

**Advance Diploma of Hospitality Management, 2009**

- Managerial practice
  - Budgeting and yields
  - Food and beverage handling
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