

PERSONAL INFORMATION

Pawan Khatiwada

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OBJECTIVE

A passionate video editor and tech enthusiast with over 3 years of experience in digital marketing, seeking to leverage creativity and technical expertise to deliver high-impact visual content. Adept at utilizing modern editing tools and strategies to enhance brand visibility and audience engagement, aiming to contribute to a dynamic and growth-focused team.

WORK EXPERIENCE

16/05/2023 – TILL DATE **Maple International Education**– Kathmandu, Nepal

Digital Marketing

Roles and responsibilities:

- Develop and implement digital marketing strategies to enhance brand awareness and promote educational services.
- Manage and optimize social media platforms (e.g., Facebook, Instagram, LinkedIn) to increase engagement and attract prospective students.
- Create and edit engaging video content for promotional campaigns, reels, and educational programs.
- Collaborate with the content creation team to design effective marketing materials such as blogs, infographics, and social posts.
- Monitor and analyze the performance of digital campaigns using analytics tools (e.g., Google Analytics, Facebook Insights) and optimize based on data-driven insights.
- Manage email marketing campaigns to nurture leads and provide updates on educational services and programs.
- Conduct market research to understand trends and the competitive landscape in education consultancy.

07/04/2022– 01/04/2023 **Trinity Education** – Kathmandu, Nepal

Video Editor

Roles and responsibilities:

- Edit and assemble raw footage into polished, high-quality videos for educational content, promotional campaigns, and social media platforms.
- Collaborate with the creative team to ensure video content aligns with the educational objectives and branding of Trinity Education.
- Add music, voiceovers, graphics, and visual effects to enhance video presentations and improve audience engagement.
- Ensure consistency in visual style, tone, and messaging across all video projects.
- Optimize video content for various platforms (e.g., YouTube, Facebook, Instagram) by adjusting formats, resolutions, and aspect ratios.
- Work closely with instructors and subject matter experts to create instructional videos that enhance the learning experience.
- Manage and organize video assets, ensuring that all files are properly stored and accessible for future use.
- Stay updated with the latest trends and techniques in video editing software and tools (e.g., Adobe Premiere Pro, Final Cut Pro).

ACADEMIC HISTORY

04/10/2020– 16/08/2024 Bachelor (Hons) Network Engineering

NAMI College – Jorpati, Kathmandu

3.86 GPA

07/04/2018 – 27/08/2020 CAIE A level

Global College International – Baneshwor, Kathmandu

A Grade in all 5 Major

OTHER SKILLS

- | | | |
|---------------------------|--|-------------------|
| • Time Management | • Multilingual: Nepali, English, & Hindi | • Team Management |
| • Social Media Management | • E-views & Office Package | • Content Writing |

PERSONAL INFORMATION

Date of Birth	24 JULY 2000
Gender	Male
Nationality	Nepalese
Mother Tongue	Nepali
Marital Status	Single

Work Samples

<https://www.facebook.com/mapleintleducation/reels/>

https://www.instagram.com/maple_international_education/reels/

<https://www.youtube.com/@INDepthStory>

DECLARATION

I hereby declare all the above information is correct and to the best of my knowledge and belief.