Salil Subedi

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EDUCATION

University of TXST - Digital Media Innovation/Psychology Expected 2026

SKILLS

Expertise: Digital Marketing, Ecommerce Marketing, Social Media Campaigns, Branding
Soft Skills: Team Leadership, Collaboration, Communication, Intercultural communication/collaboration
Analytics: SEO Keyword Research, A/B Testing
Certifications: Adobe Indesign, Adobe Illustrator, Foundation of Color and Adobe Color

EXPERIENCE

The Global Career Accelerator | *Digital Marketing Trainee* | Remote January, 2024 - May, 2024

- Designed and built an ecommerce website using Shopify
- Implemented brand guidelines and developed on-brand creative and copy
- Conducted keyword research to optimize a brand's presence on the search engine
- Leveraged best practices to improve conversion and reduce friction
- Developed a content strategy to help a brand reach their audience on social media
- Sourced influencers and planned a global influencer campaign on TikTok
- Created paid and organic social media content for Instagram & Facebook
- Calculated cost-efficiency metrics, evaluated and reported on campaign performance
- Created a paid search campaign on Google Ads
- Collaborated with a global team to complete marketing tasks

Circle C Child Development | *Teacher Assistant* | Austin, Texas May, 2022 - August 2023

- Led multiple after school programs
- Planned activities for a minimum of 20 1st-5th graders per day
- Created special activity programs for arts, crafts, STEM, and sports
- Communicated with parents on a daily basis to relay students' behavioral reports
- Collaborated with directors to develop programs catered to students with special needs

Walmart | *Customer Service* | Austin, Texas March, 2017 - March 2018

- Assisted customers with product inquiries, returns, and complaints in a friendly and efficient manner to ensure customer satisfaction
- Collaborated across several teams to resolve product or service complaints, prioritizing timely resolution
- Trained new team members on customer service protocols, systems, and company policies
- Assisted the electronics department and security team as needed