

Ajit Singh

PhD Applicant | International Business & AI Strategy

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Professional Summary

Dynamic Tech-Business Hybrid Professional with a Bachelor of Engineering in Computer Science and a PGDM (equivalent to MBA) in Marketing & Finance. Offers 10+ years of cross-sector international experience spanning Automotive, FMCG, Insurance, Fintech, and Digital Education. Proven track record in orchestrating data-driven performance marketing campaigns, full-funnel customer acquisition, and B2B/B2C omnichannel distribution networks. Expert at deploying technical data analytics (AWS, Google Analytics) to optimize marketing budgets, improve ROI metrics, and drive corporate revenue growth.

Skills & Core Competencies

- **Business Development & Sales Growth:** B2B and B2C pipeline management, channel development, strategic partnerships, institutional sales, demand generation, lead nurturing, and revenue growth across FMCG, EdTech, insurance, fintech, and automotive sectors.
 - **Marketing & Brand Management:** Integrated marketing campaign planning and execution across digital and offline channels, including paid social, SEO/SEM, email marketing, content strategy, social media, and brand positioning for B2B and B2C audiences.
 - **Customer Relationship & Stakeholder Management:** Client relationship management, CRM-based account development, stakeholder engagement, customer retention, and consultative selling across institutional, corporate, and individual client segments.
 - **Data Analytics & Strategic Decision-Making:** Market research, competitor analysis, Google Analytics, AWS data tools, CRM reporting, pricing strategy, and performance analysis to optimise ROI and support commercial decisions.
 - **Leadership & Cross-Functional Collaboration:** Team leadership, KPI management, sales forecasting, project coordination, and cross-functional execution across Sales, Marketing, Product, Operations, and senior management teams.
 - **Partnerships, Events & Business Development:** University and corporate partnerships, trade shows, webinars, conferences, student recruitment fairs, and business networking events to drive visibility and opportunity generation.
 - **Digital Tools & Business Applications:** Microsoft Office Suite (Excel, PowerPoint, Word), Google Analytics, AWS, CRM platforms, SaaS tools, and digital collaboration tools.
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Professional Experience

OM Educational Group Pvt. Ltd., Janakpur, Nepal

Business Development & Client Engagement Specialist

Jan 2021 – Present

- Led planning and execution of business development and online workshops.
- Coordinated with international colleges for new admissions and digital marketing campaigns.
- Boosted workshop registrations by 40% and improved brand visibility by 50% via targeted social media initiatives.
- Organized corporate events, student recruitment fairs, and promotional campaigns, increasing engagement and visibility.
- Strengthened digital presence through website updates, social media content, and targeted campaigns.

Himalayan Life Insurance Limited, Bardibas, Nepal*Agency Manager, Senior Wealth Advisory & Portfolio Lead*

Jan 2024 – Present

- Provided financial advisory services in life insurance, wealth protection, risk management, and long-term financial planning for individual and corporate clients.
- Built strong client relationships through consultative sales, personalized financial solutions, and after sales support, improving client retention by 15%.
- Developed data-driven lead generation and business development strategies, increasing client acquisition by 18%.
- Conducted market analysis, customer needs assessments, and CRM-based client management to drive sales growth and portfolio expansion.

Larke Himal Jadibuty Udhyog Pvt. Ltd., Kathmandu, Nepal*Head of Marketing and Lifestyle Branding Department*

Jan 2022 – Sept 2023

- Led digital marketing, branding, and sales for health and wellness products.
- Designed and executed B2B and B2C marketing strategies, increasing client outreach by 14%.
- Directed market research for product innovation based on fitness and wellness trends.

Shivnath Automobiles Pvt. Ltd., India*Assistant General Manager (Operations, Sales & Strategy)*

June 2014 – Jan 2021

- Directed cross-functional corporate operations, administrative frameworks, and high-velocity sales pipelines across regional automotive distribution hubs.
- Engineered and executed localized digital marketing strategies, performance marketing setups, and market segmentation initiatives, expanding the corporate client footprint by 32%.
- Orchestrated HR resource allocations, established performance KPIs for a large distribution team, and optimized supply-chain service delivery frameworks.

Pokhara Foods Pvt. Ltd., Pokhara, Nepal*Marketing Manager (Analyst)*

Oct 2012 – May 2014

- Conducted competitor analysis and market research for FMCG products.
- Led new product development initiatives and executed sales-enhancing marketing strategies.

Education

- PGDM (Equivalent to MBA) (Marketing & Finance) – IIPM, Pune
- **Global Leadership and Innovation Program** – Imperial College Business School, London
- Bachelor of Engineering (Computer Science & Technology) – ACME Engineering College, Purvanchal University, Nepal

Certifications

- Claude Platform 101 from ANTHROPIC
 - Claude Code 101 from ANTHROPIC
 - Claude 101 from ANTHROPIC
 - Introduction to **Data Analytics** from SimpliLearn|SkillUP
 - Deeply Practical Project Management: **Practical Project Manager (PPM)** – Udemy
 - **Getting Started with AWS** from SimpliLearn|SkillUP
 - **SaaS Business Online** from SimpliLearn|SkillUP
 - **Digital Marketing Certification** – Google Analytics, Udemy Courses
 - The Project Management Course: **Beginner to Project Manager** from Udemy
 - Cisco Certified Network Administrator (CCNA)
 - Certification in Human Rights - IGNOU, India
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Languages

- I am fluent in **Nepali & Hindi** and have **professional proficiency** in **English**.
 - I am fluent in both written and spoken communication having **Mother tongue** as **Mithali**.
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Additional Interests

- Consumer behavior analysis and market segmentation along brand storytelling and creative campaign development
 - **Emerging technologies in marketing** (AI, SEO, automation, etc.)
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RESEARCH OUTPUT

Publications:

- AI, Business, and Nepal's Political Future (July 2026)
<https://www.newbusinessage.com/news/49597/ai--business--and-nepal-s-political-future>
- “Net Use” Acme Say So (college anniversary book).
- “The World of UseNet” Cyber Sansar (April 2009).
- “What is Internet” Cyber Sansar (June 2009).
- “Intention & Attention” College Reader (July 2010).

Marketing Research Projects:

- Sales hierarchy analysis of TATA Motors.
- Consumer behavior study: Shampoo product analysis using primary data.
- Merger & Acquisition analysis of Suprajit Engineering Pvt. Ltd. & CTP Gills.

Other Research Projects:

- Tax Planning in Excel – financial modelling.
 - Role of Merchant Bankers in IPOs.
 - Market analysis of HP and IOC based on sales volume (Excel).
 - Business Plan development for Agro-Products sector.
 - Study on capital market scams in India.
 - Operations Research on Rameshwar Cold Storage for export cycle optimization.
 - Research in Purchase Department of Rityraj Holdings Pvt. Ltd.
 - Sales Forecasting for Mahindra & Mahindra Ltd. (Farm Equipment Sector, Chhattisgarh).
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Research Supervision and Leadership Experience

- Industry leadership: managed large sales and marketing teams.
 - Supervised cross-functional teams in digital marketing campaigns.
(No formal academic supervision yet)
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Teaching Merits

- Conducted training workshops in business development and digital marketing (corporate and educational settings).
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Awards And Honors

- Recognized as superlative and steady performer of the year 2024 at Himalayan Life Insurance Ltd. Bardibas, Nepal.
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Other Key Academic Merits

- Organized corporate events, recruitment fairs, and promotional campaigns.
 - Organizing Committee Member – **1st IT Revolution Expo 2066**, Kathmandu, Nepal.
 - Served as Office Manager and Finance Department Head.
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Scientific And Societal Impact

- Enhanced digital presence for companies and institutions through social media and brand campaigns.
 - Expertise in emerging technologies in marketing (AI, SEO, automation).
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Other Merits

- Interests: consumer behaviour, market segmentation, brand storytelling, AI in marketing.
 - Strong cross-border work experience in Nepal, India, and collaborations with UK institutions.
 - **National Observer:** Constitutional Assembly Election of Nepal (April 2008), appointed by the Election Commission of Nepal.
 - **Volunteer:** Participated in multiple *blood donation* activities organized by different organizations.
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Declaration

I hereby declare that the above-mentioned information is true to the best of my knowledge and belief.



Ajit Singh