

KALAKANT DAHAL

Performance Marketing Manager | Paid Ads & Email Specialist

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PROFESSIONAL SUMMARY

Results-driven Full-Stack Digital Marketer with 3+ years of expertise in driving revenue growth through integrated paid advertising and email marketing campaigns. Specialized in e-commerce optimization, app install campaigns, and performance marketing across supplement, fashion, streetwear, and service industries. Proven track record of scaling brands through data-driven strategies, creative excellence, and comprehensive conversion rate optimization.

CORE COMPETENCIES

- Paid Advertising (Meta, Google, TikTok, X)
- App Install Campaigns & Mobile Marketing
- Conversion Rate Optimization (CRO)
- E-commerce Growth & Scaling
- Media Planning & Budget Optimization
- Email Marketing & Automation
- Creative Strategy & Campaign Planning
- Audience Research & Segmentation
- Performance Analytics & Reporting
- A/B Testing & Data-Driven Optimization

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Manofy Technology | Kathmandu, Nepal

September 2022 - Present

Lead end-to-end digital marketing operations for e-commerce, SaaS, and direct-to-consumer brands across multiple verticals including supplements, fashion, streetwear, and service-based businesses. Drive revenue growth through comprehensive paid advertising and email marketing strategies.

Key Achievements & Responsibilities:

- Managed 6-figure monthly advertising budgets across Meta Ads, Google Ads, TikTok Ads, X (Twitter), and LinkedIn with consistent ROAS improvements
- Specialized in app install campaigns for mobile applications, optimizing for user acquisition cost and lifetime value across iOS and Android platforms
- Developed and executed comprehensive email marketing strategies including automated flows, segmentation, campaign optimization, and lifecycle marketing to increase customer retention by 35%
- Orchestrated creative strategy and campaign planning, collaborating with designers and copywriters to produce high-converting ad creatives and email templates
- Conducted in-depth audience research and market analysis to identify high-value customer segments and refine targeting strategies across fashion, supplement, and service niches
- Implemented conversion rate optimization initiatives for e-commerce websites, resulting in 28% increase in conversion rates through landing page optimization, UX improvements, and checkout flow enhancements
- Designed and executed media plans aligned with business objectives, optimizing budget allocation across channels for maximum ROI

- Built comprehensive reporting dashboards and delivered actionable insights through performance analysis, identifying growth opportunities and optimization strategies
- Pioneered A/B testing frameworks for ad creatives, landing pages, and email campaigns, driving continuous performance improvements

Digital Marketing Strategist (SEO)

Vrit Technologies | Kathmandu, Nepal

May 2022 - August 2022

- Developed and executed SEO optimization strategies for clients across diverse industries, improving organic search visibility and driving qualified traffic
- Optimized WordPress websites with technical SEO enhancements, ensuring superior functionality, speed, and user experience
- Created SEO-optimized content strategies aligned with client objectives, increasing engagement and strengthening brand authority
- Delivered comprehensive data insights and strategic recommendations through analytics, supporting client growth initiatives

INDUSTRY EXPERTISE

- **E-commerce & Direct-to-Consumer (DTC) Brands** - Scaling online stores through integrated marketing strategies
- **Supplements & Health Products** - Navigating compliance while driving growth in competitive markets
- **Fashion & Streetwear** - Building brand awareness and customer loyalty through creative campaigns
- **Service-Based Businesses** - Generating qualified leads and optimizing conversion funnels
- **Mobile Applications** - Executing user acquisition campaigns with optimized CPIs and retention strategies

EDUCATION

Bachelor of Science in Computer Science & Information Technology

St. Xavier's College, Maitighar | 2018 - 2022

Higher Secondary Education (Science)

Sainik Awasiya Mahavidyalaya | 2016 - 2018

TECHNICAL SKILLS & TOOLS

Advertising Platforms: Meta Business Manager, Google Ads (Search, Display, Shopping, YouTube), TikTok Ads Manager, Snapchat Ads, X Ads, LinkedIn Campaign Manager, App Install & In-App Purchase Campaigns

Email Marketing: Klaviyo, Kit, Email automation flows, List segmentation

Design & Creative: Canva, Figma, Adobe Creative Suite (basic), Creative briefing and direction

CRO & E-commerce Platforms: Shopify, WordPress, WooCommerce, Google Optimize, VWO, Unbounce, Landing page optimization, A/B testing frameworks

Project Management & Collaboration: Slack, ClickUp, Google Sheets, Google Docs