

# Shubham Upreti

📍 Nepal ✉ shuvamuprety05@gmail.com ☎ 9851349100 🌐 <https://www.linkedin.com/in/shubham-upreti-947182284/>  
🖥 <https://upretyshuvam.blogspot.com/>

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## SUMMARY

Highly motivated and skilled professional with a demonstrated ability to effectively leverage digital platforms and content creation to drive engagement and facilitate learning. Adept in developing engaging educational materials, managing social media presence, and designing promotional visuals. Proven track record of enhancing event attendance and fostering effective communication through well-crafted content. Detail-oriented and committed to maintaining high standards in all aspects of content creation and promotion.

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## EXPERIENCE

### Chief Executive Officer

#### Student Alliance For Creation

July 2023 – August 2023, Kathmandu

- Maintained a team of photographers, event managers, information officers and content creators to promote Nepalese Arts and Heritage through various social platforms, resulting in an increase in social media engagement of up to 20%
- Chief Researcher in on going research projects of Social impact in Nepal thorough Visual Arts
- Provided platform for emerging artist to showcase their art works and creations.
- Developed a successful promotional campaign that increased brand awareness leading to a 30% increase in online followers.

### Content Creator

#### AuraEd

June 2023 – August 2023, Kathmandu

- Created compelling social media content to promote and organize digital literacy events, enhancing engagement and attendance.
- Developed comprehensive presentations and educational materials for students, facilitating a more effective learning process and knowledge retention.
- Designed visually appealing posters, banners, and web elements to effectively promote events, ensuring a strong and consistent brand presence.
- Crafted articulate and engaging blog posts, while also maintaining the quality and consistency of content across various social media platforms through meticulous editing.

### President

#### Trinity Arts and Literature Society

June 2021 – August 2023, Dillibazar, Kathmandu

- Organized and hosted Art Exhibitions, Art and Poetry competition, Photography and Portrait contest.
- Edited college magazines, regular update of college board and decorations.
- Collaborated with other 10 clubs to organize science-tech expo, exhibitions and Inter-college competitions.
- Encouraged and motivated student to participate in activities which improved engagement in college activities by 85%, raised morale and improved campus atmosphere.

### Owner

#### College Of Notes

January 2021 – August 2023, Online

- Created education videos on Social Media Platforms like Youtube and Facebook
- Developed a strong connection of students for sharing queries and answering them
- Established a blogpost website with 10k visitors

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## PROJECTS

### Volunteer

Nepal Scout • February 2016 – September 2022

- Volunteered in social campaign and rally regarding social awareness
- Crows controlling and management in events and Melas is religious sites
- Taught knitting skills and stitching

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## EDUCATION

### High School in Science Biology

Trinity International College • Dillibazar, Kathmandu • 2024

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## CERTIFICATIONS

### Brand Building Using Canva

Coursera • 2023

Certified in poster, banner and graphic design

### **Basics of Microsoft Excel**

Coursera • 2023

Certified in standard data management and book keeping

### **Event Organizer and Public Speaking**

Lalitpur Metropolitan City • 2016

Trained in having professional conversation and public speaking

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## **COURSEWORK**

### **Visual Arts and Decoration**

Jugal English Secondary School • 2020 • Visual Arts

Event planning and decoration along with painting and sketch

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## **INVOLVEMENT**

### **Content Writer**

Kritipur, Kathmandu • Healthy Students Youth Club • June 2023 -August 2023

- Social Media Content Creation
- Blog post management
- Graphic Designing

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## **SKILLS**

HTML, CSS, Canva, Web Design

Social skills, Social Media Management, Blog Editing and Writing

Painting and Architectural Sketch

Team Management and Leadership