

Vikrant Panjiyar

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SUMMARY

- **People-Centered** - I feel motivated when people share their problems with me. I thrive on understanding their pains, building relationships, and crafting practical solutions in the form of strategies, processes, or products.
- **Product Vision * Startup Development * Marketing** - Devoted to and excel in 3 areas, each strengthening the others: envisioning and managing products that solve customer problems, scaling startups into thriving businesses, and driving growth through creative storytelling in marketing.
- **Agile** - Believe in continuous improvement and thus keep innovating the process with substantial experience in servant leading, managing, and creative thinking. Combine big-picture thinking with rigorous execution.

EXPERIENCE

Associate Business Development, Green Tick Nepal Pvt. Ltd. – Kathmandu, Nepal Aug 2024 – Present

- **Product Launch & Marketing** - Spearheaded the Go-To-Market strategy for the launch of the new product, GKavach-Dark Web Monitoring. Developed user stories, detailed buyer personas, a customized marketing funnel, persona-specific messaging, a 6-month detailed marketing plan, and a research-driven pricing strategy.
- **Market Research & SEO** - Performed in-depth SEO audits of 3 websites. Conducted competitor analysis, and developed targeted SEO strategies that increased website ranking by 20% and improved global visibility.
- **Business Analysis & Brand Positioning** - Researched and recommended participation strategies for the Product-ICT Award 2024. Designed a detailed business model, competitor analysis, pricing strategies, and Go-To-Market strategy leading to a Top 5 placement of another new product, GKavach. Also, successfully applied for and secured the selection of GKavach in the "Microsoft for Startup Founders Hub".
- **B2B Focus** - Developed and secured approval for a proposal to conduct a WCAG 2.2 AAA-level Web Content Accessibility Audit for Kathmandu University, a new service. Successfully tested and audited 50+ web pages.
- Identified over 100 potential global B2B leads for partnerships and crafted multiple partnership strategies.
- Designed and produced multiple promo videos, outreach emails, newsletters, blogs, and digital flyers to drive impactful marketing campaigns resulting in a 25% increase in social media engagements.

Business Development Officer Intern, UG Cakes – Kathmandu, Nepal Jan 2023 - March 2023

- Represented UG Cakes in the biggest event in Nepal, exposing its brand to 100000+ people.
- Made 20+ partnership proposals with personalized designs, contents, and tiers enhancing their reviewing chance by 80% and guided 4 B2B partners.

LEADERSHIP AND ACTIVITIES

Licensee & Lead-Organizer, TEDxIOE Pulchowk – Lalitpur, Nepal Oct 2023 - March 2024

- Got License to organize TEDx by submitting 8 innovative and detailed talk ideas, 3 critical issues of Nepal, with 100% ideas accepted.
- **Leadership & Execution** - Organized TEDxIOE Pulchowk event featuring the Prime Minister as the Chief Guest, 25 media partners, 9 sponsors, 12 speakers, and 3 performances with a mission to spread great ideas that could solve problems of Nepalese citizens.

Startup Coordinator Volunteer, Hult Prize Foundation – Kathmandu, Nepal April 2022 - May 2022

- Served as Startup Coordinator in 4 regional summits: Kathmandu, Dhaka, Islamabad, and Mumbai Regional Summit.
- Communicated and helped 100s of startups from different countries participate in Regional Finals resulting in 100% attendance of all the teams.
- **Process Improvement** - Automated the process of designing complex documents, certificates, and mail, decreasing work completion time by 10 times and this process was adopted by the Hult Prize Foundation

globally.

President & Founder, Curiouswe – Lalitpur, Nepal

Jan 2022 - Sep 2023

- **Problem Solving** - Started when my colleagues were only building products with no idea about how to sell them and left when they understood how to craft startups and businesses out of it.
- Organized the first 10-day workshop on entrepreneurship in Nepal and 1 national-level startup pitching competition featuring 45 of the biggest entrepreneurs of Nepal who delivered useful entrepreneurial sessions.

President & Co-Founder, Melo – Lalitpur, Nepal

June 2020 - March 2021

- **Leadership & Execution** - Founded this non-profit organization to help music enthusiasts and organized 5 international musical events, including a 5-day musical hackathon, 1 month-long Indoor Times Campaign, and 2 mental health sessions to help youths stay strong and engaged during the COVID-19 pandemic.

Volunteer & Member, NxtGen, Hult Prize in Nepal, Kabaadi.com, Music Club & Research Center, Coding Olympics Nepal - Nepal

Jan 2020 - Aug 2022

- Worked in the Marketing, Public Relations, Technical, and Event departments as a volunteer or core member in multiple non-profit organizations inside IOE Pulchowk Campus.

KEY ACCOMPLISHMENTS AND AWARDS

Part of Microsoft For Startups Founder Hub, Microsoft (2023): Founded and developed the tech Startup "Startup Solutions" that got selected as a part of "Microsoft for Startups" & got \$4000 worth of free credits and this website produced content solutions for startups and businesses.

Top-10 IBM Z Systems Ambassador, IBM: Got selected as Top-10 IBM Z Systems Ambassador globally for November 2021 class and then got promoted to IBM Z System Captain.

Winner of Hult Prize at IOE Pulchowk, Hult Prize: Won Hult Prize at IOE Pulchowk Campus in 2020, where 100+ startup ideas were pitched from 40+ colleges in Nepal. The idea was to create bio-plastic from potato peels to manage waste.

Best Innovative Startup Ideas, Energy Hackathon: Won Energy Hackathon in Best Innovative Startup Ideas Category at IOE Pulchowk Campus. The idea was about a smart energy meter.

SKILLS

Business, Marketing & Product: Go-To-Market Strategy, B2B sales, Business Analysis, Competitor Analysis, Market Research, Strategic Planning, Product Marketing, Product Backlog, Metric Analysis, Product Vision, Agile Scrum Master

Technical: SEO, Copywriting, Video Editing, Graphic Design, C / C++ / Python, SQL / SQLite, HTML / CSS, DSA, Web Accessibility Audit

PROJECTS

- Multiple promo videos that tell the real story. ([Playlist Link](#))
- Landing page that converts viewers into customers. ([Example Link](#))
- Mass Mailing Webapp using Python to automate mailing. ([Github](#))
- Portfolio Website using HTML, CSS, Bootstrap, and JS to help small businesses and people grow their brand value. ([Website](#))
- Pronunciation error detector using Python and AI to improve English speaking.

EDUCATION

Pulchowk Campus, Institute of Engineering, Tribhuvan University
Bachelor Of Engineering (BE)

Nov 2019 - Apr 2024

- Electronics, Communication and Information Engineering

CERTIFICATIONS

Copywriting(Coursera), SEO(Hubspot), Agile Scrum Master(Simplilearn), Product Management 101(Simplilearn), Jira(Coursera), Vue Storefront Academy(Vue), Web Application Technologies and Django (University Of Michigan), Using Python To Access Web Data (University Of Michigan), Programming For Everybody(University Of Michigan), Database Using Python(University Of Michigan), Data Structure Using Python (University Of Michigan)