

Nischal Maharjan

Performance Marketing & Lead Generation

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PROFESSIONAL SUMMARY

A Full Stack Marketer with background in B2B SaaS lead generation and social media marketing, with practical experience in Meta Ads, email automation, and campaign management. Strong focus on performance optimization and creative production.

WORK EXPERIENCE

Digital Marketing Associate / Performance Analyst

Nov 2024 - Mar 2026

Agentcis (Globalyhub)

- Generated 1000+ qualified leads across India, Nepal, Bangladesh & Australia.
- Reduced Meta Ads CPR from \$2+ to <\$1.5 through pixel setup, LAL audiences & A/B testing.
- Managed AUD 1,000/month ad budget; optimized 70/30 split between lead & engagement campaigns.
- Executed email, WhatsApp & social media campaigns, including a 14-step nurture sequence in Brevo.
- Produced and optimized marketing creatives, including videos, graphics, and ad copies, using Canva, Figma, and CapCut.
- Used Meta Ads Manager, ClickUp, Brevo, Zapier, n8n, Wix & WordPress for daily execution.

Digital Marketing Analyst

May 2023 - Nov 2024

Krizmatic Digital Solution

- Researched industry and competitor trends to guide content strategy for Nepali & Australian clients.
- Planned and wrote weekly social media content, ad copies and video scripts.
- Created content plans and presentations for major campaigns, including Nepal's first International Balloon Festival.
- Helped grow a security camera brand's Facebook page from 0 to 15,000+ followers through consistent, audience-focused content.
- Supported strategy development for clients in education and food sectors, aligning content with market trends.

EDUCATION

B.Sc. Computer Science and Information Technology

2019-2024

Kathford Int'l College of Engineering and Management

Plus Two, Science

2017-2019

St. Xavier's College, Maitighar