

# BIJAY BHATTARAI

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## SUMMARY

Experienced Tech & Digital Professional with 6 years of experience in the tech field and 3+ years in digital marketing, specializing in web development, CRM optimization, digital strategy, and brand growth. Proven ability to work across frontend, backend, UI/UX, marketing, and startup leadership roles. Former Co-Founder & Sales Manager with strong exposure to CRM systems, automation tools, client management, and hiring. Currently advancing toward an AI Engineer career path, combining Python, AI projects, and automation with deep business and technical expertise.

## CORE SKILLS

React.js & Frontend Development, Backend Development (Node.js, Laravel, PHP, Django), Digital Marketing & Brand Growth, Email Marketing (SendGrid, Twilio, ConvertKit), CRM Optimization & Automation, Reputation Management (G2, Trustpilot, RRM), UI/UX Design & Wireframing, WordPress Development, React, Python, MySQL, Firebase, Git & GitHub

## PROFESSIONAL EXPERIENCE

### Co-Founder & Sales Manager | Seto Pixel, Kupondole Central, Lalitpur

27 April 2025 - Jan 19 2026

- Co-founded the company and managed overall business operations and growth strategy.
- Lead sales, client acquisition, lead management, and CRM systems.
- Managed client onboarding, task coordination, delivery tracking, and relationship management.
- Worked on in-house products, including CRM platforms and automation tools.
- Designed and optimized sales workflows and automation processes.
- Conducted hiring, interviews, onboarding, and performance evaluations.
- Collaborated closely with tech and product teams.
- Took full responsibility for co-founder-level decision-making and execution.

### Digital Marketing & CRM Specialist | CodAvatar (KrispCall), Kathmandu/Singapore

July 25, 2024 - Feb 29, 2025

- Managed email marketing campaigns using SendGrid, Twilio SendGrid, and ConvertKit.
- Handled reputation management across G2, Trustpilot, RRM, optimizing 100+ CRM platforms.
- Improved review generation, brand credibility, and online presence.
- Analyzed marketing performance and optimized campaign effectiveness.
- Managed social media engagement on Reddit and LinkedIn.
- Worked closely with CRM and sales teams to improve conversion and lead quality.
- Supported marketing initiatives for KrispCall (VoIP service).

### Full Stack Developer | Hunchha Digital Agency, Itahari-8, Nepal

Nov, 2022 - March, 2023

- Started as a Web Developer learning React.js Intern and gaining hands-on experience in real-world projects.
- Progressed to Junior Frontend Developer developing responsive UIs and improving frontend performance.
- Built backend logic and APIs using Node.js.
- Contributed to multiple client projects managing tasks and delivery.
- Designed wireframes, user flows, and modern interfaces focusing on usability and user experience.
- Collaborated in an agile team environment to deliver projects on time.
- Gained hands-on experience in project handling, delivery, and cross-team coordination.

## EDUCATION

### Koshi Saint James College, Itahari, Nepal

- Bachelor in Computer Application (BCA), Tribhuvan University, Nepal | CGPA: 3.03/4.0 | 2018 - 2023

### City Secondary School, Biratnagar, Nepal

- Grade 11 & 12 | CGPA: 2.00 | 2017 - 2018

### Gaukhuri U Ma Vi, Morahang, Nepal

- Grade 10, School, | CGPA: 2.40 | 2016

## ADDITIONAL INFORMATION

- Languages:** English, Nepali
- LinkedIn:** <https://www.linkedin.com/in/bijaybhattarai-815a841a5/>
- My Portfolio:** <http://bijayarajbhattarai.com.np/>
- Twitter:** [vhattarai\\_0](#)
- Github:** <https://github.com/Vijay-Bhattarai>