

ANURAG JHA

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PROFILE

Creative video editor and social media coordinator with a proven portfolio of short- and long-form content (Reels, Shorts, YouTube) across restaurant, brand, and event work. Experienced managing multi-platform social accounts end-to-end — filming, editing, scheduling, engagement — with added strengths in SEO and paid advertising (Meta Ads). Reliable, self-directed, and comfortable owning content production independently.

EXPERIENCE

Videographer & Video Editor | mydarlingfood — Manjita Manadhar 2023 (3 months)

- Directed, filmed, and edited 20+ short-form videos (Reels/Shorts) end-to-end — from concept and scripting through filming, editing, captioning, and audio/sound design.
- Delivered content across restaurant features, brand campaigns (Dabur Hajmola, Pathao), cultural/event coverage (Gaijatra Bhaktapur, Pashupatinath Shivaratri), and local food shoots — building a strong, varied portfolio.
- Worked independently to consistent deadlines, translating each client's brief into engaging, on-brand video content.

Head of Marketing | Daewoo Nepal 2026 – Present

- Own day-to-day social media strategy and content for a national home-appliance brand, growing organic reach to 300,000+ across Facebook, Instagram, and TikTok.
- Plan, schedule, and publish content consistently across platforms, and collaborate with content creators to keep output fresh and engaging.
- Run Meta Ads campaigns alongside organic content, tracking ROAS, CTR, and POAS to optimize spend and reach.
- Built the brand website and improved organic visibility through technical SEO, keyword strategy, and AEO (answer engine optimization).

SEO Consultant (Freelance) | Advanced College of Engineering and Management · EEIC Educational Consultancy

- Delivered independent SEO projects to improve search visibility and organic traffic for both institutions.

VIDEO PORTFOLIO — BRANDS & CLIENTS

Video samples available on request. Selected clients and projects:

- Restaurants & Cafes: Trisara Durbar, Hankook Sarang, The Trails Cafe, Neko Karaoke, Sakwo Resort, Grill Nation, Sweet n Spicy, Michael Grills, Lava Lounge
- Brands: Dabur Hajmola, Pathao (Anime Food Fest), Flowy Period Underpants, Hukut Store (Lima Earbuds)
- Cultural & Special Coverage: Gaijatra Bhaktapur, Pashupatinath Shivaratri, 8 Years Anniversary film
- Local Food Features: Balkumari Paratha House, Sakwo Selroti

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EDUCATION

B.E. Electronics and Communication Engineering — Advanced College of Engineering and Management (IOE, Tribhuvan University)

High School (Science) — Global School of Science

SKILLS

Video Editing & Reels/Shorts • Cinematography • Social Media Management & Scheduling • Content Direction & Scripting • Campaign Design & ROAS/CTR/POAS Tracking • SEO & AEO • Meta Ads • Graphic Design (Canva, Figma)

ADDITIONAL HIGHLIGHTS

- Represented Nepal at IIT Bombay's Techfest (one of Asia's largest) for a robotics competition; also a multi-time hackathon winner.
- Wrote a college application essay for a student who was subsequently admitted to Aerospace Engineering at UC Berkeley — reflects strong writing and storytelling ability.