



ANURUP LAMA

Marketing | Branding | Creative Operations | Entrepreneur

Building Brands, Systems & Growth | Marketing, Entrepreneurship & Sustainable Business Strategy

CONTACT

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SKILLS

- Digital Marketing Strategy
- Social Media Marketing
- Content Marketing
- SEO & Website Development
- Performance Marketing
- Brand Strategy & Positioning
- Graphic & Visual Design
- Video Editing & Motion
- WordPress Development
- Project Management
- Client & Team Management

TOOLS & PLATFORMS

- Meta Ads
- Google Analytics
- Google Ads
- Adobe Illustrator
- Adobe Crea. Sui
- Clickup
- MS Office
- Slack
- Notion
- Yoest SEO
- Framer
- Elementor

EDUCATION

BACHELOR OF COMPUTER APPLICATION
Tribhuvan University, Nepal
2021

Hello, I'm

ANURUP LAMA

MARKETING & BRANDING PROFESSIONAL

Results-driven marketing and branding professional with 5+ years of experience in digital marketing, branding, creative strategy, and project management. Founder & CEO of **Saysa Next Pvt. Ltd.** Passionate about helping brands grow, connect and scale.



MARKETING (DIGITAL + EXPERIENTIAL)

- Digital Strategy
- Social Media Marketing
- Campaigns & Growth
- Content Marketing
- Experiential Marketing



BRANDING & CREATIVES

- Brand Strategy & Design
- Visual Identity
- Graphic Design
- Video & Motion
- Creative Direction



PROJECT / OPERATION MANAGEMENT

- Project Planning
- Team & Resource Mgmt.
- Client Management
- Process & Workflow
- Operations & Delivery



WORK EXPERIENCE

PIPSCATCHER FX | Business Bay, UAE | DUBAI

Creative Lead

Leading and designing marketing collaterals, brand assets and visual communications for Trading and Signal Provider Operations

SEP 2025 - PRESENT

TRADE IT MARKETING MANAGEMENT | UAE, DUBAI

Brand & Creative Lead | Marketing Assistant

Leading brand strategy creative direction and supporting marketing initiatives for diverse clients.

SEP 2025 - PRESENT

SAYSA NEXT PVT. LTD. | Sanepa, Lalitpur

Founder (Apr 2026-Present)

Chief Executive Officer (Oct 2025-Present)

Leading strategic direction, business development and overall operations of the marketing & creative agency.

APR 2025 - PRESENT

OCT 2025 - PRESENT

UPAYA CITY CARGO PVT. LTD. | Thapagaun, Kathmandu

Sr. Associate Graphic Designer

Designing marketing collaterals, brand assets and visual communications for logistics & global operations.

AUG 2024 - NOV 2025

MERCY TECHNOLOGY PVT. LTD. | Anamnagar, Kathmandu

Senior Graphic Designer & WordPress Developer

Designed brand visuals, social media creatives and developed WordPress websites for corporate and client projects.

JUN 2024 - AUG 2024

CRAB TECH PVT. LTD. | Sanepa, Lalitpur

UI/UX & Graphic Designer | WordPress Developer

Digital Marketing Coordinator

Handled design, web development, Ad creatives, brand assets, and digital marketing activities for multiple brands and clients.

JAN 2022 - MAY 2024

APR 2022 - MAY 2024

JUNE 2022 - MAY 2024



KEY STRENGTHS



Strategic
Thinker



Creative
Problem Solver



Team
Leader



Results
Oriented



Client
Focused



HIGHLIGHTS

- 5+ Years in Marketing, Branding & Creatives
- Handled Multiple Industries & Clients
- Digital + Creative + Operations Expertise
- Founder Mindset with Execution Strength
- End-to-End Project Ownership



Good marketing makes a business look smart.
Great marketing makes the customer feel smart.



ANURUP LAMA

Portfolio, Skills & Personal Development



FREELANCE & CONSULTING EXPERIENCE

2021 – Present

Providing end-to-end marketing, branding, creative and digital solutions to businesses, startups and entrepreneurs across multiple industries. Helping brands grow with strategy, creativity and technology.



MARKETING

- Digital Marketing Strategy
- Social Media Marketing
- SEO & Website Marketing
- Campaign Management
- Lead Generation
- Content Marketing
- Analysis & Reporting



BRANDING

- Brand Strategy
- Brand Identity Design
- Logo & Visual Identity
- Rebranding
- Brand Positioning
- Brand Guidelines
- Creative Direction



DEVELOPMENT

- WordPress Development
- Website Design
- Landing Pages
- E-commerce Solutions
- CMS Management
- Website Maintenance
- UI/UX Design



CONTENT & MEDIA

- Content Strategy
- Copywriting
- Video Editing
- Reels & Shorts
- Motion Graphics
- Visual Storytelling



CONSULTING

- Marketing Consultation
- Business Development
- Go-to-Market Strategy
- Growth Strategy
- Performance Optimization
- Market Research



INDUSTRIES SERVED

Beauty & Cosmetics

Technology

Logistics

Recruitment

Media & Publishing

Trading & Finance

Hospitality

Education

E-commerce

Startups & SMEs

Newsportal



CERTIFICATIONS & COURSES

AI Content Creation & Filmmaking

- 10-Day AI Content Creation & Filmmaking Course

Mastry in AI-powered content creation, prompt engineering, and digital storytelling, covering image, video, and audio generation workflows. Developed practical skills in end-to-end content production, from ideation and storyboarding to AI-assisted filmmaking and final composition.

- The AI Masterclass 3.0 : Live Workshop by Dhruv Rathee

Master in image generation, video generation, website creation, presentation design and more - all using AI!

DIGITAL MARKETING

- The Complete Digital Marketing Guide - 27 Courses in 1

Advanced certification covering digital marketing strategy, performance marketing, SEO, social media advertising, content strategy, branding, marketing analytics, lead generation, conversion optimization, and digital business growth.

- 40 Digital Marketing Courses in 1: Online Marketing 2026

Comprehensive digital marketing certification covering marketing strategy, social media marketing, SEO, Google Ads, influencer marketing, content creation, personal branding, and omnichannel campaign management across major digital platforms.

Mastered end-to-end digital marketing disciplines including strategy development, paid advertising, SEO, social media marketing, content marketing, personal branding, reputation management, and customer acquisition across digital channels.

Blogging and Content Optimization

- Blogging Course for Beginners

Beginner-to-intermediate blogging course covering blog setup, content strategy, SEO optimization, and audience growth. Developed skills in creating SEO-friendly content and implementing monetization strategies through Google AdSense and affiliate marketing.

Additional Courses

- Computer Hardware and Networking

Practical training in computer hardware installation, troubleshooting, system maintenance, and network configuration. Gained hands-on experience in diagnosing hardware issues, assembling computer systems, and managing basic LAN and networking environments.

- Diploma in Computer Application (Office Automation , Graphic Design)

6-month Diploma in Computer Applications with specialization in Office Automation and Graphic Design. Developed skills in Microsoft Office Suite, data management, document processing, and visual design, supporting both administrative and creative business functions. Gained practical experience in Microsoft Office applications, document management, presentation design, and graphic design software for branding and visual communication.



MANAGEMENT SKILLS

- Project Management

Project Planning
Resource Management
Timeline Management
Risk Management
Quality Assurance

- Operations Management

SOP Development
Workflow Optimization
Process Improvement
Team Coordination
Client Delivery

- Leadership

Strategic Thinking
Team Leadership
Problem Solving
Decision making
Communication



CONTINUOUS LEARNING

I believe in continuous learning and staying updated with the latest tools, strategies and technologies to deliver better results and create meaningful impact.



LANGUAGES

Nepali

English

Hindi



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