

# Shavyata K C

## Marketing & Communications Specialist

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### PROFILE

Marketing & Communications Specialist with professional experience in digital marketing, content creation, and employer branding. Skilled in SEO, social media management, and event coordination. Experienced in supporting brand visibility, improving engagement, and collaborating across multicultural teams. Brings a global perspective and strong adaptability to deliver results in dynamic environments.

### PROFESSIONAL EXPERIENCE

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| 09/2024 – Present<br>Rijswijk, Netherlands     | <b>Marketing &amp; Communications Specialist</b><br><i>Hilfort B.V.</i> <ul style="list-style-type: none"><li>- Increased LinkedIn engagement by 75% and follower count by 116% (from 300 to 650+) within 8 months.</li><li>- Created and managed a content calendar of 20+ posts and blogs, resulting in a noticeable rise in website visits.</li><li>- Produced SEO-focused blogs and guides that helped improve keyword rankings and generated a few inbound leads.</li><li>- Coordinated Hilfort's participation in events such as IamExpat Fair (5,000+ attendees) and IB Connect, assisting with logistics, branding, and promotion.</li><li>- Conducted in-depth market and competitor analysis, identifying new business opportunities and trends in the expat and payroll services market.</li><li>- Designed and executed internal team-building events to enhance company culture and retention.</li><li>- Liaised with external partners and vendors for marketing collaborations and sponsorship opportunities.</li><li>- Developed and maintained brand consistency across all digital and offline channels.</li></ul> |
| 10/2019 – 08/2024<br>The Hague,<br>Netherlands | <b>Assistant Manager / F&amp;B Employee</b><br><i>Foodhallen/ Westfield Mall of the Netherlands</i> <ul style="list-style-type: none"><li>- Supervised daily hospitality operations and training 10+ employees.</li><li>- Coordinated staff schedules and supported team members in a fast-paced setting.</li><li>- Resolved customer concerns, maintaining high satisfaction and repeat visits.</li><li>- Strengthened multitasking, teamwork, and organizational skills while studying full-time.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 09/2022 – 01/2023<br>Amsterdam,<br>Netherlands | <b>Trade Marketing Intern</b><br><i>Essilor Luxottica</i> <ul style="list-style-type: none"><li>- Assisted the Benelux trade marketing team with merchandising and retail activations.</li><li>- Coordinated seasonal marketing material rollouts across 20+ retail partners.</li><li>- Helped update digital screens and refresh image libraries for partner stores.</li><li>- Gained hands-on experience in marketing coordination and purchase order tracking</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## EDUCATION

- 09/2019 – 10/2023  
The Hague,  
Netherlands
- Bachelors in International Business**  
*The Hague University of Applied Sciences*  
Majors: Marketing & Sales, Human Resources  
Minors: Purposeful Marketing, Business in Asia  
Thesis: Strategies for Essilor Luxottica to increase sales with independent opticians.
- 08/2018 – 08/2019  
Lalitpur Nepal
- Bachelors in Business Administration**  
*Little Angels' College of Management*

## SKILLS

### Marketing & Communications

Content creation (written, visual, video), campaign planning, social media strategy, event marketing, market research, basic SEO

### Customer Service

Conflict resolution, client support, cross-cultural communication, team coordination

### Administration & Coordination

Calendar management, purchase order tracking, internal communications, data reporting, documentation

### Tools & Technology

Canva, HubSpot, Power BI, SAP, MS Office Suite, Mailchimp, Asana

## LANGUAGES

English ● ● ● ● ● Nepali ● ● ● ● ●  
Dutch ● ● ● ● ●

## CERTIFICATIONS

- Fundamentals of Digital Marketing- Google Digital Garage (2022)
- Building and Engaging with Your Online Following for Creators- LinkedIn (2025) [↗](#)
- Email and Newsletter Marketing Foundations- LinkedIn 2025 [↗](#)
- Marketing: How to Use High-Impact Storytelling- LinkedIn 2025 [↗](#)
- Email Marketing: Strategy and Optimization- LinkedIn 2025 [↗](#)
- Email Marketing Strategy: Warm Up a Cold List- LinkedIn 2025 [↗](#)