

Alka Subedi

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EDUCATION

Texas State University

Master of Science in Marketing Research & Analysis

San Marcos, TX

Expected 2027

University of New Haven

Graduate Coursework in Human Resources

West Haven, CT

Jan 2026-May 2026

Employee Relations | GPA 4.00

Ace Institute of Management

Bachelor of Business Administration in Banking and Insurance

Kathmandu, Nepal

Sep 2019-August 2024

GPA 3.61

WORK EXPERIENCE

Texas State University

San Marcos, TX

First Generation Initiatives Graduate Assistant

Sep 2026-May 2027

- Promote First Generation Initiatives through social media and marketing efforts to increase awareness of programs, resources and student opportunities
- Support Academic Engagement operations through event coordination, administrative tasks, outreach, and program communication.

Creative Producer & Artist

Freelancer

Jan 2016-Current

- Produced and supported original and collaborative music projects through creative development, performance, and production coordination, contributing to releases with a combined reach of 23M+ YouTube views.
- Collaborated with artists, producers, and creative teams on projects including BAIMAANI, Maya Naujale, and Kalo Keshma Reli Mai, helping deliver high-visibility music video releases reaching 811K+ to 22M+ views.
- Integrated artistic performance with behind-the-scenes production support, strengthening project execution, creative teamwork, and audience engagement across multiple public-facing releases.

National Federation of Youth NGO Nepal (NFYN)

Kathmandu, Nepal

Treasury Coordinator

Aug 2022- Nov 2025

- Collaborated with the Treasurer to support budgeting, fundraising documentation, and financial planning by maintaining accurate financial records and tracking expenses, contributing to a 10% improvement in budget tracking accuracy.
- Assisted with program expense tracking and procurement processes by organizing supporting documents and coordinating approvals, helping reduce administrative delays by 10%.
- Maintained clear and up-to-date financial documentation through consistent recordkeeping and reporting support, contributing to a 10%–15% improvement in reporting readiness and documentation consistency.

Ambition Guru

Kathmandu, Nepal

Social Media Marketing Intern

May 2023- June 2023

- Conducted target audience research and supported reporting for marketing initiatives by gathering, organizing, and summarizing audience insights, resulting in an estimated 10% improvement in audience targeting and campaign planning efficiency.
- Supported social media and marketing initiatives through documentation, record maintenance, and administrative coordination, resulting in a 10% improvement in workflow organization and reporting consistency.
- Assisted with organizing research findings and campaign-related materials for the marketing team through structured documentation and reporting support, resulting in more efficient team coordination and timely execution of marketing tasks.

Avenues Holdings

Kathmandu, Nepal

Administrative Officer

Jan 2019- Jan 2023

- Supported internal operations by managing documentation, coordinating routine processes, and maintaining professional communication, resulting in more efficient workflow execution and improved operational consistency.
- Assisted leadership with reporting, scheduling, and administrative follow-up, resulting in better coordination of internal tasks and more effective process support.

- Organized records and facilitated day-to-day administrative coordination, resulting in improved information flow and smoother office operations.

SKILLS AND INTERESTS

Languages

English (Proficient), Nepalese (Native), Hindi (Proficient)

Tech/Computer Skills: Microsoft Excel, PowerPoint, R Programming, Canva, YouTube Analytics, Audience Insight Analysis

Certifications

Adult Mental Health First Aid USA, National Council for Mental Wellbeing

Digital Marketing Course, University of Illinois