DIPESH
THAPA MAGAR

Marketing Head

CONTACT

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PROFESSIONAL SUMMARY

Dynamic and results-driven **Marketing Head** with 2 years of experience in film and media marketing. Proven track record of driving audience engagement, executing successful promotional campaigns, and establishing strong brand positioning for production houses. Adept at digital marketing, strategic partnerships, and content-driven storytelling to amplify reach and revenue. Passionate about creating compelling campaigns that elevate the impact of visual storytelling.

KEY SKILLS

✔ Film and Media Marketing Strategy
✔ Brand Management & Positioning
✔ Social Media & Digital Campaigns
✔ Influencer & Public Relations (PR)
✔ Content Marketing & Storytelling
✔ Audience Engagement & Growth
✔ Event & Festival Promotions
✔ Advertising & Sponsorship Deals

PROFESSIONAL EXPERIENCE

MARKETING HEAD | HILLS AND HORIZON FILMS

(2024 – PRESENT)

- Developed and executed marketing campaigns for feature films, documentaries, and branded content, increasing audience engagement by **10%.**
- Spearheaded digital marketing strategies, utilizing **SEO, social media, and paid advertising** to drive ticket sales and streaming views.
- Established strategic partnerships with **film festivals, media houses, and influencers**, boosting brand visibility and promotional outreach.
- Designed high-impact promotional materials, trailers, and teasers that led to a **10% increase in audience interest**.

- Managed marketing budgets effectively, ensuring maximum ROI through targeted campaigns and innovative outreach strategies.

EDUCATION

🎓 Degree in Business Studies

[Tribhuvan University], [2021]

🎓 Master of Business Studies
[Tribhuvan University], [2022-Present]

CERTIFICATIONS & TRAINING

🎖 Digital Marketing & Social Media Strategy – [SAK Digital University]

TECHNICAL SKILLS

- Google Ads, Facebook Ads Manager, YouTube Marketing
- Adobe Creative Suite (Photoshop, Premiere Pro)
- Data Analytics & Performance Tracking