

Abhiyan Rijal

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EDUCATION

Lewis University

Master of Business Administration, Digital Marketing | Business Analytics · May 2027

Islington College

Bachelor of Arts, Business Administration · Apr 2024

EXPERIENCE

Co-Founder, Marketing & Operations — Teepasal

Mar 2023 – May 2025

- Co-founded a direct-to-consumer brand and owned all marketing and operations; raised \$40,000 USD in investment on Shark Tank Nepal.
- Built and ran the brand's social media presence end to end, including content strategy, production, community management, and paid promotion, driving direct customer acquisition and brand awareness.
- Sourced and managed vendor relationships, negotiating terms and production timelines to protect margin and delivery reliability.
- Led artist collaborations from outreach to launch, turning creator partnerships into differentiated product drops and organic reach.
- Optimized SKU mix and inventory decisions across the catalog, balancing demand signals against stock and cash constraints to protect margin and reduce stockouts.
- Conducted competitive analysis and wireframing to inform product positioning, packaging design, and feature prioritization for new drops.
- Used data analytics to track sales performance, customer acquisition costs, and inventory turnover, informing pricing decisions and marketing spend allocation.
- Managed stakeholder relationships across investors, vendors, artists, and co-founders, aligning priorities and communicating trade-offs to keep the business moving forward.

Marketing Intern — Rapti Life Care Hospital

Jun 2020 – Jan 2023 · Nepal (Part-time, Hybrid)

- Planned and executed marketing campaigns for a hospital network serving 150,000+ patients in rural Nepal, helping lift patient repeat rate through targeted outreach.
- Used the hospital's CRM daily to pull data exports, segment patient lists in Excel, and track campaign performance across a 150,000+ catchment; segmentation revealed that 50% of revenue came from childcare and maternity departments, enabling the hospital to focus marketing resources on its strongest service lines.
- Ran calling and SMS marketing campaigns for appointment reminders, follow-ups, and health camp promotion, helping lift patient repeat rate.
- Assisted in producing an informational health content series modeled on the Mayo Clinic patient-education approach, building brand awareness and community trust.
- Helped organize community health camps and supported referral, loyalty, and retention programs.

PROJECTS & LEADERSHIP

Vidhya — AI-Powered Learning Platform

Jun 2026 – Sep 2026 · govidhya.com

Designed, built, and shipped a full-stack AI web application end to end as a solo builder, using Claude and Emergent to move from concept to live product. Conducted 100+ outreach efforts on Discord and Reddit, followed by user interviews and 40+ jobs-to-be-done interviews to validate product direction; uncovered that users were frustrated spending time browsing tens of websites or getting year-old generic advice from ChatGPT, leading to the core feature of real-time searching of facts from live university websites instead of generic scraping. Ran Agile/Scrum sprints and maintained a product roadmap to prioritize features and guide the build. Conducted competitive analysis and usability testing throughout development. Integrated payments, Google authentication, and automated email flows to deliver a complete, production-ready user experience. Owned the entire product cycle: UI/UX design, product thinking, development, and launch, building working fluency in modern app development. Drove acquisition to 30 users through self-produced short-form Reels; ran hook testing, funnel design, and lifecycle email to learn viral distribution and app marketing firsthand.

TicketGO — Event Management & Ticketing Platform

Jan 2023

Founded a social initiative building an accessible ticketing and event-management platform for small businesses, local organizers, and college events. Led product direction and a cross-functional student team covering ticketing, registration, and day-of event logistics. Scaled the platform to 14 active organizers managing live events. Awarded Special Recognition by Islington College for initiative and execution in taking the product from idea to working platform.

Vice President & Founding Member, Lewis Analytics and Visualization Association (LAVA)

May 2026

Group Leader, AI in Travel & AI in Education, Nepali AI Community

Mar 2023

Member, Nepal Startup Founders Network

Aug 2021

Member, No Code Developers Nepal

Jan 2024

Member, Lewis Marketing Club

SKILLS

Frameworks & Methods: AARRR pirate funnel, A/B testing & experimentation, brand positioning, customer journey mapping, growth loops, ICP development, Jobs-to-be-Done, Segmentation-Targeting-Positioning (STP), SOSTAC planning framework, unit economics (CAC, LTV, ROAS), value proposition design

SEO & Content: Ahrefs, content strategy, copywriting, Google Search Console, keyword research, on-page & technical SEO, SEMrush, short-form video (Reels/TikTok)

Design & Productivity: Asana, Canva, Figma, Hootsuite, Notion, Slack, Trello

Paid & Performance: audience targeting & lookalikes, budget allocation & ROI reporting, creative testing, Meta Ads Manager, Meta ads strategy & funnel structuring, TikTok Ads Manager

AI & Build Tools: Banani, Canva AI, ChatGPT, Claude (Anthropic), Emergent.sh, Gamma, Lovable, Perplexity

Analytics & Visualization: campaign attribution & performance reporting, Excel/Sheets modeling, Google Analytics 4, Google Looker Studio, Orange, Tableau

Lifecycle & CRM: email automation & drip sequences, HubSpot CRM, Mailchimp, onboarding and retention flows, segmentation, Zapier / Make

Certifications: Wharton Online — Entrepreneurship Specialization

Other: Agile/Scrum, Claude, Competitive Analysis, CRM, Data Analytics, Emergent, Market Research, Product Roadmapping, SMS marketing, SQL, SQL/Database Queries, Stakeholder Management, User Research & Interviews, Wireframing