

USMITA ADHIKARI

Digital Marketing Portfolio & Services

Strategy · Performance · Content
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usmitaadhikari.com

About Me

Digital marketing and communications professional with cross-sector experience in Education/EdTech, Publishing, and Business Development.

REMOTE MARKETING ASSISTANCE

Manezco Pty Ltd • Australia

EDUCATION, CONTENT & SOCIAL

Kurihara Gakuen Group • Tokyo

BUSINESS DEVELOPMENT & EDITORIAL

Golpokutir Digital Platform • OMICS Publishing Group

MARKETING CAMPAIGNS

Valearnis EdTech



Qualifications & Learning

- **ISB Digital Marketing & Analytics**
Certificate Programme with AI-focused marketing applications
- **Google Ads, Search & Analytics**
Ongoing learning and certification pathways
- **Continuous application**
Practical use of AI tools across research, content and campaign workflows



Services, built around the full funnel

SEO STRATEGY

Audits, keyword research and implementation

PAID MEDIA

Google Ads and Meta campaign management

SOCIAL & CONTENT

Channel strategy, calendars and creation

EMAIL & AUTOMATION

Lifecycle journeys and nurture workflows

ANALYTICS & CRO

Reporting, testing and funnel optimization

WEB & STAKEHOLDERS

Website optimization and clear communication

Industry experience, across borders

Education / EdTech

Publishing

Digital Marketing & Business Development

International and remote roles spanning Australia,
Japan and digital-first teams.



Selected projects

A curated mix of coursework, concept projects and client work – selected to show strategic thinking and practical execution.

01 Sakura kidswear
D2C go-to-market strategy

02 SmartClean AI
Smart-home product capstone

03 EduGrowth
Search + Instagram campaign



CONCEPT PROJECT

Sakura Kidswear D2C Go-to-Market

A direct-to-consumer strategy translating market signals into a clear digital position and launch-ready content direction.

ROLE

Market research · Digital positioning · Content planning

APPROACH

Audience framing, competitive review, channel priorities and a cohesive editorial content system – without unsupported performance claims.



COURSEWORK • CAPSTONE

SmartClean AI product launch

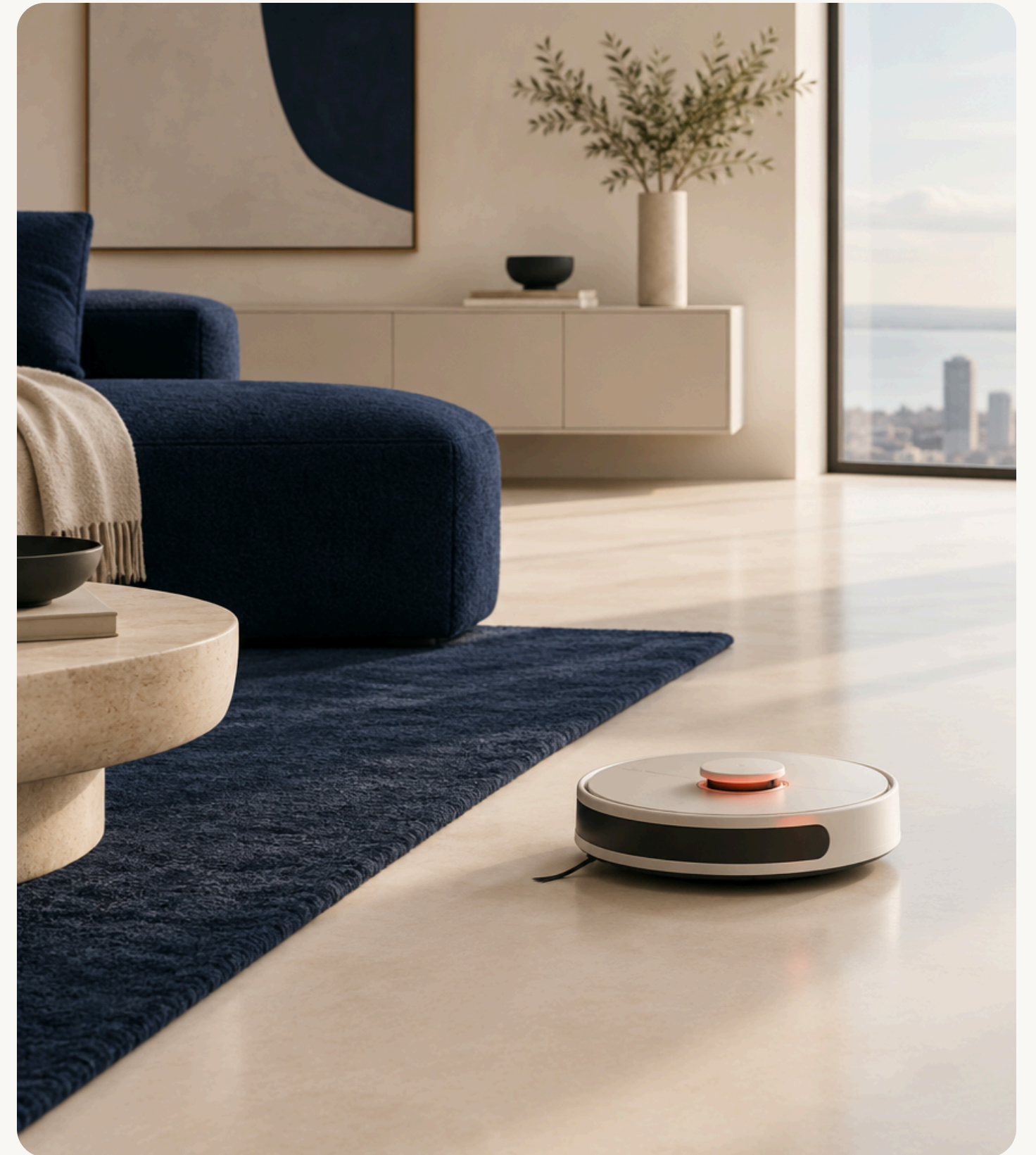
An engagement-led campaign concept for a smart-home product launch, developed as a marketing capstone.

CAMPAIGN DESIGN

Audience journey, launch phases and channel roles

CONTENT & PLANNING

Creative themes, message sequencing and activation tactics



PERFORMANCE CAMPAIGN

EduGrowth

Google Search and Instagram campaign planning for an EdTech offer, centered on disciplined setup and optimization.

METHODOLOGY

- Campaign structure
- Audience and keyword targeting
- Creative and landing-page alignment
- Measurement and optimization approach



SEO & performance marketing

SEO

Technical and content audits

Keyword research

Website optimization

PAID MEDIA & CRO

Google Ads and Meta Ads management

Conversion and funnel optimization

SEMrush • Ahrefs • GA4



Content, social & analytics

A connected system – from the story audiences see to the signals teams use to make the next decision.

CONTENT & SOCIAL

Strategy, creation and channel management

EMAIL

Mailchimp and HubSpot workflows

ANALYTICS

GA4, Looker Studio and stakeholder-ready reporting



Let's connect

Digital strategy with clarity, care and commercial focus.

TOOLS & PLATFORMS

GA4 · Google Search Console · Google Ads · Meta Ads Manager
Looker Studio · SEMrush / Ahrefs · WordPress / Elementor
Canva · ChatGPT · Claude · Jasper AI · Mailchimp / HubSpot

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