BAIDEHI SHARAN YADAV

Business Operations & Administration Professional

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PROFESSIONAL SUMMARY

Versatile business operations professional with 3+ years of experience in administration, client coordination, business development, and digital marketing. Skilled in managing schedules, documentation, reports, and day-to-day operations while coordinating teams of up to 30 and handling 15+ concurrent projects. Experienced in founding and running a digital agency and leading brand growth across international marketplaces, backed by a computer engineering degree (9.32 CGPA). Organized, detail-oriented, and fluent in English and Hindi, and ready to join immediately.

PROFESSIONAL EXPERIENCE

Brand Head | Doubleroots & Co. | Nepal

Nov 2025 – Present

- Lead end-to-end brand strategy and positioning for **Cliff Honey** and **Everest Shilajit**, directing a cross-functional team of 8 across 5 functions (SEO, web development, digital marketing, graphic design, and social media) to **build both brands from launch to a competitive market position**.
- Drive organic growth through SEO, including keyword research, technical optimization, and content development, increasing organic traffic by **70% within six months**.
- Optimize marketplace listings and SEO, achieving page-one **Amazon rankings** for 15+ keywords, **Faire rankings** for 12+ keywords in two months, top **Walmart rankings** for 10 keywords in one month, and **Airgoods ranking** for the main product keyword within one month.

Founder & Operations Lead | Necgy IT and Consulting | Nepal

Aug 2024 – Nov 2025

- Founded and managed Necgy, a **digital consulting agency** delivering **SEO, digital marketing,** and **website development services**, with projects spanning eCommerce, tours and travel, consultancy, corporate, and SaaS websites.
- Built and led an initial **team of 10**, later moving to a remote, project-based model with freelance professionals, while driving client acquisition, business development, and client relationships.
- Oversaw project planning, team coordination, and execution, delivering projects on time, to client requirements, and to quality standards.

Business Development & Operations Manager | Inflancer Technology | Nepal

Jul 2023 – Aug 2024

- Managed business development and client relationships, leading client meetings, negotiations, and deal closures in a fast-paced startup environment.
- Coordinated a **team of 25 to 30 professionals** alongside the Founder, managing **15 to 18 projects simultaneously** from planning and resource allocation through execution and delivery.
- Monitored project progress and team responsibilities, ensuring timely delivery aligned with client requirements and business objectives.

MERN Stack Developer | Inflancer Technology | *Feb 2023 – Jul 2023* | *Remote*

- Developed and maintained web applications using **MongoDB, Express.js, React.js, and Node.js**, building responsive interfaces, backend APIs, and database integrations.
- Troubleshot issues, improved performance, and implemented new features, collaborating with the team to deliver projects within planned timelines.

SKILLS

- **Brand & Digital Marketing:** Brand Strategy & Positioning, SEO (On-Page, Off-Page & Technical), Keyword Research, Content Planning & Strategy, Marketplace SEO, Product Listing Optimization, Google Ads, Meta Ads, Amazon Ads, Walmart Ads, Social Media Marketing
- **Technical Skills:** HTML, CSS, JavaScript, React.js, Node.js, Express.js, MongoDB, Firebase, WordPress, REST APIs, Git/GitHub
- **Tools & Platforms:** Google Search Console, Google Analytics, Google Tag Manager, Shopify, Amazon Seller Central, Walmart Seller Center, Faire, Airgoods, Canva, Notion, MS Office (Word, Excel, PowerPoint)
- **Leadership, Business Operations & Administration:** Team Leadership, Cross-Functional Management, Business Development, Client Relationship Management, Operations Management, Project Planning & Execution, Documentation & Record Keeping, Data Entry, Meeting Coordination, Report Preparation, Client & Vendor Communication

ACADEMIC QUALIFICATION

B.E. in Computer Science and Engineering | Anna University | Tamil Nadu, India
2019 – 2023 | *Sona College of Technology*

- Graduated with a **9.32/10 CGPA**, building a strong foundation in programming, algorithms, web development, and software engineering.
- Final-year project on Phishing URL Detection Using Machine Learning won Best Project (Track II) at VOLANT ’23 and was presented at the NAC-CISS ’23 national conference.
- Built full-stack web applications through academic projects, applying technologies like React.js, Node.js, and MongoDB to real-world problems.

PERSONAL DETAILS

- **Date of Birth :** 16th Nov 1998
- **Nationality :** Nepali
- **Languages Known :** English (Fluent), Hindi (Fluent), Nepali (Native)
- **Passport :** Valid
- **Willingness to Relocate :** Yes
- **Availability :** Immediate
- **Visa Status :** Available to join on employment visa

AWARDS & CERTIFICATIONS

- Best Project Award (Track II), VOLANT ’23 CSE Project Olympiad, Sona College of Technology (Apr 2023)
- Paper Presented, NAC-CISS ’23 National Conference (Apr 2023): “Phishing URL Detection Using Machine Learning Algorithms”
- Executive Diploma in Marketing Management
- Executive Diploma in Operations Management
- Executive Diploma in Business Administration
- SEO Training Masterclass