

# JUGAL RAJ SHRESTHA

**Communications & Outreach Professional | Strategic Communications | Knowledge Management | Development Communication**

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## PROFESSIONAL PROFILE

Communications and development professional with over 5 years of experience supporting strategic communications, knowledge management, stakeholder engagement, program documentation, reporting, and evidence-based storytelling across donor-funded development programs, sustainability initiatives, and private-sector projects.

Currently serving as Communications Officer at CREASION Nepal, supporting communication, visibility, reporting, documentation, and stakeholder engagement for the European Union-funded GreenShift Nepal program. Experienced in translating complex program interventions, technical information, research findings, and stakeholder perspectives into clear, compelling, and actionable communication products for government stakeholders, development partners, communities, youth groups, private sector actors, and donors.

Demonstrated experience producing high-quality reports, learning products, policy-oriented communication materials, case studies, success stories, presentations, newsletters, event documentation packages, and strategic content that support program influence, knowledge sharing, and stakeholder engagement. Skilled in documenting program results, learning journeys, innovations, and stories of change while ensuring communication outputs align with donor requirements and organisational objectives.

Strong experience working with municipalities, development partners, consortium members, youth groups, civil society organisations, entrepreneurs, waste workers, and community stakeholders. Combines strategic thinking, stakeholder coordination, evidence communication, multimedia storytelling, and program documentation experience to support inclusive development and systems-level change.

# CORE COMPETENCIES

## Strategic Communication & Knowledge Management

- Strategic Communications
- Development Communication
- Knowledge Management
- Learning & Evidence Documentation
- Stakeholder Engagement
- Government & Partner Communication
- program Reporting
- Success Stories & Case Studies
- Human-Centred Storytelling
- Policy Communication
- Communications Strategy Development
- Public Relations & Media Coordination

## Content, Documentation & Outreach

- Report Writing & Editing
- Learning Notes & Knowledge Products
- Event Communications
- Workshop & Consultation Support
- Briefing Notes & Presentations
- Donor Visibility & Compliance
- Beneficiary Interviews
- Communication Asset Management
- Documentation of Results & Lessons Learned
- Communication Planning & Coordination

## Multimedia & Digital Communication

- Multimedia Storytelling
- Video Production Coordination
- Photography Documentation
- Graphic Design
- Newsletter Development
- Website Content Management
- Social Media Communications
- Publication Development

# PROFESSIONAL EXPERIENCE

## CREASION Nepal

### Communications Officer

December 2025 - Present

Supporting communication, visibility, documentation, knowledge management, reporting, and stakeholder engagement for CREASION Nepal and the European Union-funded GreenShift Nepal program.

### Key Responsibilities

- Support implementation of strategic communication and visibility activities across program interventions.
- Produce communication products including reports, learning materials, case studies, success stories, newsletters, presentations, social media content, website content, event materials, and communication briefs.
- Coordinate collection of information, photographs, videos, testimonials, program achievements, and stakeholder perspectives from municipalities, youth groups, entrepreneurs, waste workers, consortium partners, and project teams.
- Conduct interviews and collect evidence from program stakeholders to support learning products, donor reporting, and communication outputs.
- Document program achievements, lessons learned, innovations, and stories of change.
- Support communication around policy dialogue, municipal engagement, circular economy initiatives, and systems-strengthening interventions.
- Coordinate communication inputs from consortium partners, government stakeholders, development partners, consultants, and field teams.
- Coordinate photographers, videographers, designers, consultants, and content creators during program activities and events.
- Ensure communication outputs comply with European Union visibility and donor communication requirements.
- Support annual reports, communication reports, event summaries, visibility tracking, media documentation, and outcome-focused reporting.
- Maintain communication archives, documentation records, media assets, and visibility tracking systems.

### Selected Achievements

- Played a key communication role in Global Recycling Day 2026 under the national campaign theme “Don't Think Waste - Think Opportunity.”

- Supported communication and documentation of Climate Smart Schools, Waste Smart Fellows, Sustainable Packaging Program, Green Business Accelerator Program, municipal policy workshops, and CSO strengthening initiatives.
- Produced human-centered stories, learning products, and stakeholder-focused communication materials highlighting program outcomes and pathways of change.
- Supported communication and stakeholder engagement activities across multiple municipalities and project locations in Nepal.

## **aQysta B.V.**

### **Global Digital Marketing Executive**

**November 2023 - December 2024**

Managed communication activities across Nepal, India, Malawi, and the Netherlands, supporting sustainability-focused initiatives related to climate-smart agriculture and irrigation.

#### **Key Responsibilities & Achievements**

- Developed communication materials including reports, website content, case studies, multimedia products, newsletters, press releases, and stakeholder-facing communications.
- Coordinated information gathering and content development with country teams and field staff.
- Supported donor visits, project launches, stakeholder engagement activities, and communication planning.
- Produced multimedia content including videos, animations, graphics, infographics, and communication materials.
- Led sustainability-focused campaigns reaching more than 100,000 stakeholders across multiple countries.
- Increased digital engagement by approximately 40% through strategic content planning and audience-focused communication.

## **IIMS College**

### **Lecturer - Software Engineering & React Native**

**January 2023 - May 2024 (Part-Time)**

- Delivered lectures and practical sessions to undergraduate students.
- Developed learning materials, assessments, and instructional resources.
- Strengthened facilitation, presentation, mentoring, and knowledge-sharing skills.
- Simplified technical concepts into clear and accessible learning materials.

# **Presidential Business School**

## **Business Development Executive**

**December 2021 - July 2022**

- Supported stakeholder engagement, institutional communication, and outreach activities.
- Coordinated relationship-building initiatives with academic and external partners.
- Assisted with promotional campaigns, communication materials, and partnership development.

## **Freelance Branding & Digital Marketing Consultant**

**September 2019 - February 2023**

Provided branding, communication, and content development support to startups and emerging businesses across various sectors.

### **Key Contributions**

- Developed communication strategies, brand identities, and communication materials.
- Produced websites, digital campaigns, presentations, multimedia assets, and content products.
- Supported stakeholder outreach, campaign planning, and audience engagement initiatives.
- Worked closely with business owners, creative teams, and external partners on communication activities.

## **Inorins Technology**

### **Software Developer**

**February 2019 - November 2021**

- Developed web applications and digital systems.
- Built strong technical skills in systems, digital platforms, problem-solving, and user-focused design.
- Developed a technical foundation supporting digital communication, website management, and information systems.

# Reddoko

## Graphic Design & Digital Content Executive

March 2018 - November 2018

- Produced blogs, graphics, videos, infographics, social media content, and digital communication materials.
- Supported SEO, website content management, and digital marketing activities.
- Improved website visibility and audience engagement through content development and optimisation.

## EDUCATION

### Master of Business Administration (Marketing)

Westcliff University / Presidential Business School  
2021 | GPA: 3.78

### Bachelor in Information Management

Tribhuvan University / Nagarjuna College of Information Technology  
2019 | GPA: 3.33

## PROFESSIONAL TRAINING & CERTIFICATIONS

- Meta Certified Digital Marketing Associate (2024)
- Organisational Communication Training (2024)
- Global POSH: Prevention of Sexual Harassment and Anti-Bullying Workshop (2024)
- AI and Academic Integrity Training (2023)
- Advanced Certification in Multimedia Communication Strategies (2022)
- Google Digital Garage Digital Marketing Certification (2021)

# TECHNICAL SKILLS

## Communication & Design

Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva Pro, DaVinci Resolve, Filmora

## Web & Digital Platforms

WordPress, Shopify, HubSpot, Odoo

## Analytics & Research

Google Analytics, SEMrush, Ahrefs, Ubersuggest, Google Trends, Keyword Planner, SPSS

## Productivity & Collaboration

Microsoft Office Suite, Google Workspace, Trello

# SELECTED programs & CAMPAIGNS

## GreenShift Nepal

Strategic Communication • Documentation • Storytelling • Donor Visibility • Stakeholder Engagement

## Global Recycling Day 2026

Campaign Communication • Event Documentation • Media Coordination • Public Engagement

## Climate Smart Schools Initiative

Youth Engagement • Learning Documentation • Community Outreach

## Waste Smart Fellows program

Knowledge Documentation • Beneficiary Storytelling • program Visibility

## Sustainable Packaging Program

Stakeholder Communication • Awareness Campaigns • Documentation

## **Green Business Accelerator Program**

Communication Outreach • Storytelling • Application Campaigns • Visibility Support

# **PROFESSIONAL STRENGTHS**

- Strong ability to transform complex program work into clear, engaging, and actionable communication products.
- Experienced in working with government stakeholders, development partners, communities, media, and private-sector actors.
- Skilled in developing reports, case studies, learning products, and evidence-based communication materials.
- Strong balance of strategic communication planning and hands-on content production.
- Experienced in donor-funded development programs and donor visibility compliance.
- Committed to inclusive development, systems strengthening, youth engagement, and social impact.

# **REFERENCES**

- **Rohan Maharjan** - Sales & Business Development Manager, aQysta  
| rohan.maharjan@aqysta.com
- **Rabin Thapa** - Academic Program Director, IIMS College  
| rabin@iimscollege.edu.np
- **Sudip Maharjan** - Design Officer, ICIMOD  
| sudip@icimod.org