

Umesh Maharjan

Web & Digital Media Manager | Visual Designer

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Visual Designer and Digital Storyteller with a strong background in brand identity, content design, photography, and video. I create cohesive visual systems and campaign assets that translate business goals into clear, usable, and engaging experiences across web, social, and print.

SKILLS

Visual & Brand Design | Social Media Content & Campaigns | Photography & Video Production | Web Management | Digital Marketing | SEO & Performance Optimisation | Email Marketing & Content Planning | AI-assisted Workflow

EXPERIENCE

Peepal Group

Web & Digital Media Manager

Aldershot, UK | Apr 2024 – Present

- Own the day-to-day management of multiple brand websites, leading updates, UX improvements, performance optimisation, and content accuracy
- Plan, execute, and manage digital content across social media, email marketing, and integrated campaigns to support brand visibility and lead generation
- Produce, direct, and oversee visual content including graphics, photography, and video, managing delivery from concept through to final output
- Monitor digital performance, analyse results, and continuously refine content and campaigns using data and business priorities

Graphic Designer & Digital Marketer

Aldershot, UK | Nov 2023 – Apr 2024

- Redesigned and refined brand visuals across digital and print, improving consistency and professional presentation
- Created graphic and video content for marketing campaigns across social media, web, and email
- Managed website updates, social media channels, and email marketing activity, supporting ongoing brand growth

Freelance

Visual Designer

Aldershot, UK | Jan 2024 – Present

- Deliver branding, marketing assets, and digital content for small to mid-sized businesses
- Work across events, restaurants, products, sports, and travel-led projects
- Provide end-to-end execution combining design, photography, and video for platform-ready delivery

Wagamama

Junior Sous Chef

Camden, London | Mar 2023 – Oct 2023

- Supported kitchen leadership by coordinating service flow, maintaining quality standards, and assisting with team supervision
- Took responsibility for consistency, attention to detail, and decision-making during high-pressure service periods

Line Chef

Camden, London | Feb 2022 – Feb 2023

- Delivered work to strict timing, quality, and safety standards within a high-volume environment

Kobold Expedition Tools

Graphic Designer

Remote | Sep 2020 – Dec 2023

- Designed bespoke product engravings and production-ready artwork
- Created realistic product mockups and marketing visuals for product presentation

Enepesters Nepal

Content Creator

Remote | Nov 2017 – Jan 2022

- Produced product photography and marketing videos for digital platforms
- Improved brand consistency through standardised visual content

EDUCATION

MA, Web Design & Content Planning

University of Greenwich Sep 2021 – Oct 2022

BSc. (Hons) in Computing

London Metropolitan University Sep 2016 – Dec 2019

TOOLS

Design & UI	Adobe Illustrator, Adobe XD, Canva
Web & CMS	WordPress, Elementor
Video & Editing	DaVinci Resolve Studio, Adobe Premiere Pro, Adobe After Effects
Photography	Adobe Lightroom, Adobe Photoshop
Marketing & SEO	Google Ads, SEMrush, Ahrefs
Email Marketing	Active Campaign, Mailchimp
Social Media	Instagram, Facebook, LinkedIn, TikTok, Pinterest
Analytics & Tracking	Google Search Console
Productivity & Collaboration	Google Workspace, Microsoft Office, Slack