

RANJEELA RAJTHALA

Operations Strategist

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SUMMARY

- Operations strategist with over 10 years of professional experience, including 7+ years in progressively senior operations leadership roles — currently serving as Managing Director of Feel Guzel Pvt. Ltd., following senior operations leadership as Chief Operating Officer at View Finders Pvt. Ltd.
- Proven ability to oversee multi-entity operations, aligning standards, staffing, and vendor relationships across related business units.
- Track record of strategic cost optimization and performance improvement, including a 30% reduction in operational expenses and an 80% improvement in customer satisfaction through KPI-driven quality control measures.
- Background spans administration, marketing, and client-facing roles, providing broad cross-functional grounding for senior operations leadership.

CORE COMPETENCIES

- Operations Strategy & Multi-Entity Oversight
- Strategic Cost Optimization
- Team Leadership & Workforce Scaling
- Change Management & Process Improvement
- KPI Development & Performance Monitoring
- Stakeholder & Cross-Functional Communication
- Customer Service & Complaint Resolution
- Event Planning & Coordination
- Remote & Distributed Team Management

PROFESSIONAL EXPERIENCE

Feel Guzel Pvt. Ltd.

Managing Director (2024 – Present)

- Lead overall business strategy, operations, sales, marketing, and client relationship management for a wedding photography, videography, and event services company.
- Develop service packages, pricing strategies, quotations, and customized solutions for weddings, corporate events, and special occasions.

- Manage the client lifecycle from initial enquiry through consultation, negotiation, booking, event coordination, and final delivery.
- Coordinate photographers, videographers, editors, decorators, makeup artists, and external vendors to ensure smooth project execution.
- Drive brand development, digital marketing, portfolio management, and social media promotion to strengthen market presence.
- Oversee budgeting, resource allocation, vendor management, and day-to-day business administration.
- Identify new business opportunities and build strategic partnerships to expand service offerings.

View Finders Pvt. Ltd. and subsidiary, Wedding Dreams Nepal Pvt. Ltd.

Chief Operating Officer (September 2022 – February 2024)

- Directed operational strategy for a 30+ person freelance team across two companies, ensuring seamless collaboration and adherence to company standards.
- Led cost-saving initiatives that reduced operational expenses by 30%.
- Strengthened vendor relationships, negotiating favorable terms and ensuring timely deliveries.
- Implemented quality control measures that improved customer satisfaction by 80%.
- Directed the operational team through flawless event execution, coordinating freelancers and internal staff.

Mount View English Boarding School

Administrative Manager (June 2016 – June 2022)

- Supervised day-to-day operations of the administrative department and staff.
- Recruited, selected, oriented, and trained administrative staff.
- Planned, scheduled, and promoted office events, including meetings, conferences, interviews, orientations, and training sessions.
- Oversaw in-school and international projects, tracking progress against company goals.
- Advised students and families on the application, admissions, financial aid, and enrollment process.
- Managed the transition to remote operations during COVID-19, including online classes, staff coordination, and guardian training.

Sim TV Nepal

Marketing Executive (March 2016 – May 2016)

- Developed efficient and intuitive marketing strategies.
- Supervised a team of line managers and technicians for day-to-day operations.

- Maintained relationships with media vendors and publishers to support promotional activities.
- Monitored campaign performance using key metrics and submitted performance reports.

Softech Foundation Pvt. Ltd.

Tele-sales Executive (October 2013 – October 2015)

- Provided product and service information to support customer purchase decisions.
- Addressed customer inquiries and sold new and upgraded products.
- Handled customer inquiries and complaints in accordance with company guidelines and policies.

Chanakya Higher Secondary School

Receptionist (July 2012 – June 2013)

- Directed visitors by maintaining employee and department directories and providing instructions.
- Maintained security by following procedures, monitoring the logbook, and issuing visitor badges.
- Managed calendars for senior team members.
- Ordered office supplies and handled indexing, photocopying, and store-keeping.

TRAININGS AND CERTIFICATIONS

- Scout Preliminary Training, Nepal Scout (2022)
- Odyssey International 2019 — Leader Teacher, City Montessori School, Lucknow, India
- Project Head cum Coordinator, Japan Art Mile (JAM) (2018, 2019, 2020, 2021)
- Award Leader, The Duke of Edinburgh's Award (2018)
- Eureka International 2018 — Leader Teacher
- Student Quality Circle (SQC) Facilitator Training, QUEST – Nepal
- Applied Digital Skills, 10-hour training

EDUCATION

- Bachelor in Business Studies (Tribhuvan University 2015)
- Bachelor of Arts in Sociology (Tribhuvan University Expected 2027)