RISHIKESH RANA

Full Stack Developer · Business Development Expert · Creative Strategist

Code, strategy, and content — three different tools, one goal: building things that grow.

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SUMMARY

A full-spectrum business builder working across software development, business development, team leadership, and content strategy. I architect web applications, build go-to-market strategies, manage teams, and create organic content that goes viral, bringing a 360-degree approach to growth. Track record includes taking a workshop from 7 to 50+ students, a TikTok account to 10,000 followers and millions of organic views on my personal profile, and a content engine generating ~20 qualified leads a month, all without paid ad spend.

EXPERIENCE

Growth Manager — Matka Pani Puri & Chatpate
Kathmandu, Nepal · Sep 2026 – Present

- Grew the business's TikTok account to 10,000 followers in 3 months through organic content strategy.
- Developed a full shop management application covering orders, kitchen coordination, and financial tracking.
- Scaled organic reach to millions of impressions with zero paid promotion.
- Automated order management and kitchen operations end-to-end.

Manager — Dented Code Nepal (Branch)
Kathmandu, Nepal · Jan 2026 – Sep 2026

- Managed complete branch operations — team, sales, marketing, and finances.
- Led team hiring, performance management, and sales strategy execution.
- Built the operational system and business model underpinning the branch's day-to-day function.
- Implemented financial tracking and budgeting systems.

Marketing Head / Social Media Management / Digital Marketing — Dented Code Nepal
Kathmandu, Nepal · Sep 2024 – Sep 2026

- Directed a content pipeline for Dented Code Academy, shipping ~60 pieces per week across every platform.
- Built a custom content calendar and tracking dashboard for full visibility into output and performance.
- Generated ~20 qualified leads per month organically, with zero ad spend.

Business Development Manager & Web Developer — Next Coach Lab
Kathmandu, Nepal · 2023 – 2024

- Developed the Next Coach Labs website from scratch, plus a dedicated cricket information platform.
- Built an ambassador program from the ground up — recruited and led 15 ambassadors with a referral- and training-based incentive structure.
- Grew workshop attendance from 7–8 to 50+ students within 2–3 months, with zero paid marketing spend.

Math Teacher — Mahendra Boudha Secondary School (Government)
Kathmandu, Nepal · 2022 – 2023

- Taught mathematics to secondary students; handled curriculum delivery, assessment, and classroom management.

SELECTED PROJECTS

Matka Pani Puri & Chatpate — Shop Management App
Full-stack shop management system: customer orders, kitchen coordination, financial tracking, inventory, and admin analytics. Built with HTML5, CSS3, JavaScript, Java, PHP, and MySQL.

Matka Pani Puri & Chatpate — Viral TikTok Growth Campaign
Grew the account to 10,000 followers and millions of organic views in 3 months through food-prep storytelling, trend-based content, and zero ad spend.

Dented Code Academy Australia — Marketing & Social Media
Managed all social media marketing and organic content strategy for an Australian education academy, working remotely from Nepal.

Next Coach Lab — Website, Cricket Platform & Ambassador Program

Built two websites (main site and a dedicated cricket platform) and ran a 15-person ambassador program that grew workshop attendance from 7–8 to 50+ students.

Alchemist Academy — School Website
Designed and developed a professional website for Alchemist Academy, approved and praised by the school's Principal (see testimonials).

SERVICES

- Social Media Management & Creative Direction
- Website / App Design & Development
- Business Development & Growth Strategy
- Content Creation for Business
- Digital Marketing
- Organic Growth Systems — Content & Referral Programs

SKILLS

Team Leadership & Operations (100%) · Business Development (80%) · Web/App Development (80%) · Digital Marketing (70%) · Content Creation (50%)

WHAT CLIENTS SAY

"Rishikesh spent two highly impactful years at Dented Code, successfully driving our brand growth as Head of Marketing while seamlessly running our branch operations as Manager. He is a strategic, results-driven leader." — Prem Acharya, Founder & CEO, Dented Code Academy

"I hired him to develop a custom app for my shop to track daily sales, income, expenses, and customer management all in one place. He delivered a seamless, user-friendly solution that exceeded my expectations." — Minakshi, Owner, Matka Pani Puri & Chatpate

"Rishikesh built us a website that finally matches the quality of our school. Professional, reliable, and delivered exactly as promised." — Karmendra Vimal, Principal, Alchemist Academy