

SAMIR KHATIWADA

Marketing Strategist • AI Automation Consultant • Student Leader • Entrepreneur

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PROFESSIONAL SUMMARY

Business & Marketing Management student at the University of Wolverhampton and elected Vice President (Community & Welfare) of the Students' Union, representing over 20,000 students. Building Wolves Digital Solutions, a digital agency planned to launch and grow with a team, offering websites, SEO, and AI automation for UK small businesses. Combines hands-on student leadership with practical digital marketing, AI, and web project experience — including designing and building nepalicomunityuk.co.uk.

EXPERIENCE

Vice President — Community & Welfare Aug 2025 – Present

Students' Union, University of Wolverhampton | Wolverhampton, UK

- Representing thousands of students to university leadership and external stakeholders
- Organising university-wide events and welfare campaigns
- Leading on student wellbeing, diversity and inclusion initiatives
- Chairing budget discussions and resource allocation for student welfare
- Resolving conflicts and advocating for the student voice
- Public speaking at university and community events

Founder (In Development) Jan 2024 – Present

Wolves Digital Solutions | Wolverhampton, UK

Planning and building Wolves Digital Solutions as a digital agency to be run with a team rather than solo, offering website design, SEO, AI automation, and marketing strategy for UK small businesses.

- Developing the brand, website, and service offering ahead of launch
- Building out AI automation and marketing service concepts to be delivered collaboratively with a future team

PROJECTS

Nepali Community UK — nepalicomunityuk.co.uk

Designed and built a community platform for the Nepali community in the UK, including business, property, and job listings, an admin content management system, email alerts, and Nepali/English language support.

Personal Portfolio & Admin CMS — www.thesameer.co.uk

Designed and built a personal portfolio website with a full admin dashboard for managing content, an AI-assisted chatbot, and SEO — showcasing experience, projects, and services.

EDUCATION

BA (Hons) Business and Marketing Management Sep 2023 – Jun 2027

University of Wolverhampton | Wolverhampton, UK

Undergraduate degree combining core business theory with specialist marketing modules — consumer behaviour, digital marketing, brand strategy, and business analytics.

Higher Secondary Education (+2), Management Jun 2019 – May 2021

Triyuga Higher Secondary School | Gaighat, Udayapur, Nepal

Secondary Education Examination (SEE) Apr 2017 – Apr 2019

Peace-Zone International Academy | Gaighat, Udayapur, Nepal

KEY ACHIEVEMENTS

- Led the highest-engagement Welcome Week social campaign in the Students' Union's recent history
- Presented university-wide Housing Survey findings directly to senior university leadership
- Invited guest speaker at the University Graduation Ceremony
- Organised South Asian Heritage Month, celebrated with university staff and students

SKILLS

Digital Marketing: SEO, Google Ads, Meta Ads, Content Marketing, Social Media Marketing, Email Marketing, Analytics, Branding

AI & Automation: AI Automation, Prompt Engineering

Business & Leadership: Business Strategy, Leadership, Project Management, Public Speaking, Stakeholder Management, Event Management, Networking, Critical Thinking

Tools & Design: CRM, Microsoft Office, Canva, Adobe Creative Suite, UI/UX Design

CERTIFICATIONS

- **Social Media Marketing II Certificate** — HubSpot, Mar 2024
- **HubSpot Content Marketing Certification** — HubSpot Academy, Nov 2023
- **Google Analytics Certification** — Google, Aug 2024
- **Prompt Engineering for Everyone** — DeepLearning.AI, Jan 2025