

# CHANI LAMA

## CREATIVE, ENTREPRENEURIAL

### PROFESSIONAL PROFILE

Innovative and results-driven professional with a diverse background encompassing product development, UX/UI design, content creation, and community engagement. Proven expertise in leading go-to-market strategies, crafting compelling narratives, and fostering strong relationships across various industries, including beauty tech, real estate, and artificial intelligence. Recognized for successfully launching AI-driven platforms, increasing user engagement, and organizing impactful events. Currently advancing knowledge through ongoing studies in Business Management and Esthetics, with a commitment to continuous learning and professional growth.

### WORK EXPERIENCE

#### OwCo-Founder & Product Developer – VersCa Beauty Design and Solution

San Mateo, CA | Jan 2023 – Present

- **Product Development:** Led the creation of QueueBee.app, an AI-driven salon scheduling platform designed to streamline client engagement and scheduling for salons.
- **Go-to-Market Strategies:** Developed and executed comprehensive marketing plans, resulting in increased user adoption and engagement.
- **Content Creation:** Produced engaging content, including blogs, social media posts, and videos, to promote the platform and educate users.
- **Partnerships:** Established collaborations with technology companies to enhance product offerings and integrate innovative solutions.

#### Host of AI Agent Founder and User Social – Lu.ma

San Mateo, CA | 2023 – Present

- **Event Hosting:** Organized and hosted AI-focused networking events in collaboration with Murray Newlands, fostering discussions on AI advancements and their industry impacts.
- **Community Building:** Facilitated meaningful conversations among AI enthusiasts, founders, and users, strengthening the local AI community.

More work history in net page

### EDUCATION

#### Baltimore City Community College


Associate in Arts/ General Education


#### College of Southern Nevada

Bachelor Environmental Science



### CONTACT

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 Foster City, CA

### SKILLS

- Teamwork
- Time Management
- Leadership
- Verbal & Written communication

### EXTRACURRICULAR ACTIVITIES


- Volunteer for College of Southern Nevada 50th anniversary.

### LANGUAGE

English 

Chinese 

Hindi 

Nepali 

# CAREER HISTORY & EXPERIENCE

## Multiple Salon Manager — Various Locations

San Francisco Bay Area, CA | Dates Not Specified

- **Leadership:** Managed operations across multiple salon locations, ensuring high standards of service and customer satisfaction.
- **Innovation:** Implemented technology-driven solutions to optimize scheduling, client engagement, and overall salon management.
- **Sustainability Initiatives:** Advocated for and integrated sustainable practices within salon operations.

## Realtor & Social Media Manager — Self-employed

San Mateo, CA | Jan 2022 – Present

- **Marketing Strategies:** Managed comprehensive marketing and social media campaigns for real estate properties, leading to a 40% increase in engagement.
- **Content Development:** Crafted compelling storytelling campaigns to showcase properties and connect with a diverse audience.
- **Design:** Created tailored marketing materials, including presentations and digital content, to effectively reach target demographics.

## Content Creator & Self-Published Author

San Mateo, CA | 2021 – Present

- **Authorship:** Wrote and designed eBooks focusing on industry insights, leveraging strong storytelling abilities.
- **Brand Building:** Developed a personal brand through consistent social media presence, live streams, and engaging written content.

## Owner/Sales Associate|MONC Women Clothing Store

Kathmandu, NEPAL - January 2016 - August 2018

- **Managed day-to-day business operations.**
- **Checked pricing, scanned items, applied discounts and printed receipts to ring up customers.**
- **Monitored sales floor and merchandise displays for presentable condition, taking corrective action such as restocking or reorganizing products.**
- **Trained new associates on cash register operations, conducting customer transactions and balancing drawer.**

# CAREER HISTORY & EXPERIENCE CONTINUED

Student Affairs Specialist|Southern Utah Univeristy  
Cedar City, UT - January 2017 - December 2017

- Monitored extra curricula and course sequencing.
- Supported student social, emotional and academic development.
- Collaborated with team members and students to organize events.

Event Host & Coordinator

Palo Alto, San Fransisco california| 2024-2025

Event Planning: Organized and hosted events both in personal and professional settings, creating spaces for networking, collaboration, and celebration.

- **Community Engagement:** Fostered connections among like-minded individuals, facilitating opportunities for innovation and partnership.

Public Relations & Marketing Consultant

Various Locations | Dates Not Specified

- **Strategic Consulting:** Provided guidance on PR, marketing, networking, real estate, and business strategy to clients seeking growth and expansion.
- **Content Creation:** Developed marketing materials and campaigns tailored to client needs, enhancing brand visibility and engagement.

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# Skills in details

**Product Development:** Expertise in creating and launching innovative products, particularly in the beauty tech industry.

**UX/UI Design:** Proficient in design tools such as Figma and Sketch, with a focus on user-centered design principles.

**Content Creation & Storytelling:** Skilled in crafting compelling narratives across various mediums, including blogs, social media, and video.

**Marketing & Go-to-Market Strategies:** Experienced in developing and executing marketing plans that drive user engagement and growth.

**Community Building & Engagement:** Adept at fostering communities through events, social media, and collaborative initiatives.

**Business Strategy & Development:** Strong background in advising and implementing business strategies that promote growth and sustainability.

**Event Planning & Hosting:** Proven ability to organize and host events that facilitate networking and collaboration.

**Public Relations:** Experienced in managing public perception and enhancing brand image through strategic communication.

## Achievements

**Product Launch Success:** Successfully developed and launched QueueBee.app, leading to increased efficiency and client satisfaction in salon operations.

**Increased Engagement:** Achieved a 40% increase in engagement through targeted marketing and social media strategies in the real estate sector.

**Community Leadership:** Co-hosted AI-focused events with industry leaders, contributing to the growth and education of the local AI community.

**Authorship:** Self-published multiple eBooks, sharing industry insights and establishing thought leadership.

**Sustainability Advocacy:** Implemented eco-friendly practices in salon management, promoting environmental responsibility.

**Event Coordination:** Organized numerous successful events, enhancing community ties and professional networks.

**Recognition in Beauty Pageants:** Awarded titles such as Miss Infinity Las Vegas and Miss Best Skin by Miss Nepal North America, reflecting a commitment to excellence and personal development

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