

Sagar KC

Founder · Author · Email Marketing Strategist

Kathmandu, Nepal | Email: iamsagarkc@gmail.com | Website: <https://sagarkc.com>

Professional Summary

Published author and digital strategist with nearly a decade of experience across email marketing, digital communications, and public relations. Founder of Emar Media, known for crafting effective retention and conversion campaigns. Recognized speaker and educator with diverse leadership roles spanning PR, marketing, and community organizations.

Professional Experience

Founder & Lead Strategist

Emar Media - Kathmandu, Nepal · 2018 to Present

- Lead email and retention marketing for e-commerce brands, SaaS companies, and creator-led businesses
- Developed campaign frameworks for over 30 platforms including Shopify Email, Klaviyo, MailerLite
- Translated client campaigns into core strategies featured in published books
- Host workshops and client sessions on automation, storytelling, and campaign analytics

Digital Marketing Specialist

Freelance - Kathmandu, Nepal · 2015 to 2018

- Designed and executed email and content campaigns for small businesses and NGOs
- Split-tested messaging, subject lines, and sequences to boost engagement
- Supported full funnel setups with landing pages, email flows, and automations

Public Relations Manager

Various Organizations - Kathmandu, Nepal · 2013 to 2015

- Managed communications strategy and media relations for nonprofit campaigns
- Organized events, wrote press releases, and coordinated brand messaging
- Built partnerships with local media outlets to amplify impact

Lecturer & Area A5 Secretary (Division A)

Community Education Initiatives - Kathmandu, Nepal · 2012 to 2013

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- Delivered sessions on email marketing, storytelling, and audience strategy
- Led workshops and organized regional training events for digital communication volunteers

Publications

Grow with Email Marketing (2025)

A strategy-first guide to building, automating, and scaling email campaigns that drive customer loyalty and business growth.

The Abandoned Cart Recovery Playbook (2025)

A tactical resource for e-commerce marketers looking to recover lost sales through emotionally intelligent and data-driven email flows.

Speaking & Workshops

- Keynote: "Newsletters as the Modern Campfire"
- Guest expert on retention strategy, automation funnels, and marketing psychology across podcasts and webinars

Core Skills

- Email marketing strategy
- Copywriting and behavioral funnels
- Campaign analytics and optimization
- Public relations and media planning
- Educational content and workshop facilitation
- Platform expertise: Klaviyo, Shopify Email, MailerLite, ConvertKit

Creative & Strategic Influences

- Draws inspiration from psychological fiction (Confessions by Kanae Minato) and atmospheric Thai cinema (notably Pen-Ek Ratanaruang)
- Applies cinematic pacing and narrative rhythm to digital campaigns for stronger audience engagement

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Online Presence

Website: <https://sagarkc.com/biography>

Email: iamsagarkc@gmail.com

Amazon Author: <https://www.amazon.com/author/sagarkc>

Goodreads: <https://www.goodreads.com/sagarkc>

FilmFreeway: <https://filmfreeway.com/SagarkKC>

IMDb: <https://www.imdb.com/name/nm14549291/>

Medium: <https://medium.com/@iamsagarkc>