

Digital Marketer Yukesh Chaudhary Speaks About The Risk He Took Before Starting Yukesh Media Company



Biratnagar, Feb 5, 2020 ([Issuewire.com](https://www.issuewire.com)) - Qualifications do play an integral role in career building. But if any person possesses great practical knowledge and is skilled, then there's no stopping for him to get ahead in life. Establishing himself as one of the smartest and youngest names in digital marketing, Yukesh Chaudhary is a digital expert and a marketer from Morang district of Nepal. He started his journey of entrepreneurship at the age of 18. Getting out of the world of books, he made a firm decision

to drop out of college and launched his own startup called 'Yukesh Media in 2017. Coming from a small village, it took time for him to understand the fundamentals of digital marketing and now he is running fast towards his goal.

After dropping out of college, he learnt digital marketing by watching videos on YouTube and took up a lot of jobs as a freelancer. "I learnt new strategies every day and started implementing them on the projects that I took. Initially, I did not know what direction I was going in but with time I started getting an appreciation for my work. My first project was for Local Businesses, he said. In 2 years, Chaudhary has got many celebrities as his clients and he has got many brand collaborations from fashion, travel and lifestyle categories.

Moreover, when he left home, he borrowed Rs 12000 from his parents and today this young digital marketer is making money in millions. Apart from this, he also has his expertise in promoting influencers on social media. Being at the peak of his career, Yukesh Chaudhary has never feared to experiment with his works. "I think the decision to drop out of college and start my own company was the best thing that happened to me. I feel blessed that things have worked well in my favour and I hope to remain consistent with my work in future as well", he stated.



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