

# Masuma Akter

## Summary

Aim to be associated with a progressive organization that gives me scope to update my knowledge and enhance skills in accordance with latest trends and be a part of team that dynamically works towards the growth of self and the organization.

## Experience

### Riseup Labs (October 2022-Present)

Jr. Business Development Executive

- Generate leads through proactive outreach, market research, and targeted networking strategies, resulting in a robust pipeline of qualified prospects.
- Updated Sales CRM regularly to maintain accurate records of client interactions and sales activities.
- Managed manual email campaigns to build and nurture client relationships, leading to more engagement and higher conversion rates.
- Managed and curated the Sales LinkedIn profile to showcase company offerings, achievements, and industry expertise, attracting and engaging potential clients.
- Handled client inquiries and communications with professionalism and efficiency, both inbound and outbound, to address inquiries, provide solutions, and facilitate sales transactions.
- Updated Excel datasheets every day to ensure accurate documentation and analysis, facilitating data-driven planning, performance monitoring, and decision-making.
- Conducted in-depth market analysis for technology and business process outsourcing (BPO) sectors, identifying emerging trends, market demands, and competitor strategies to inform product development and business strategies.
- Promoted the value of the company's products and services, effectively upselling additional offerings.
- Provided support to business team members, fostering a culture of collaboration, accountability, and continuous improvement.

### Key Achievements:

- Successfully onboarded new clients, increasing revenue.
- Found events and was able to send teams to participate in international events.



## Contact

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## Professional Skills

- Digital Marketing
- SEO
- MS office (Word, PowerPoint, excel)
- Language: English, Bangla

## Debonair Group (August 2022-October 2022)

Intern (MIS)

- Help process paperwork, manage a database.
- Evaluate and prioritize requests from users, collect information.
- Develop training materials.

## Education

Name of the Exam	Name of the Institution	Stream	Year of Passing	Grade
BSc	International University of Business Agriculture and Technology	Bachelor of Computer Science and Engineering	2022	CGPA 3.55 out of 4.00
HSC	Gazipur Cantonment Collage	Science	2017	GPA 4.83 out of 5.00
SSC	Joydebpur Govt Girls High School	Science	2015	GPA 5.00 out of 5.00

## Extra-curricular Activities

- Joint Secretary of IUBAT IT Society (March 21,2022-March,2023)
- Co-Convener, BASIS Student's Forum-IUBAT Chapter (July 30,2022-April 2023)
- Campus Director of Hult Prize at IUBAT-(July,2021-July,2022)
- Campus Ambassador at Amar iSchool-(July,2021-July ,2022)
- Campus Ambassador at iBOS Limited (A concern of Akij Group) - (April,2021-April,2022)
- Head of Operations of HULT Prize at IUBAT (May 2020-April, 2021)
- Executive of Branding and Promotions of HULT Prize at IUBAT (May ,2019-April ,2020)

## Personal Skills

- Communication & Presentation Skills
- Team player
- Fast learner
- Capable to work under pressure
- Adaptability
- Problem-solving