



# SYED MUSTAFIZUR RAHMAN

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## CAREER SUMMARY

As an experienced, dynamic, and results-driven professional, I possess a proven track record in e-KYC management, marketing, and data research analysis. My skill set is robust and includes expertise in digital services, marketing strategy, and stakeholder engagement. My seeking a challenging role where I can drive impactful initiatives, foster innovation, and contribute to organizational growth. I have spearheaded successful projects and collaborated cross-functionally to achieve strategic objectives. With my expertise, I aim to drive operational efficiency, enhance customer experiences, and deliver excellence within a progressive organization. I am passionate about embracing new challenges, expanding my skill set, and making meaningful contributions in a dynamic and evolving work environment. I am committed to utilizing my cross-functional collaboration skills, strategic mindset, and passion for problem-solving to contribute to organizational growth and success.

## PROFESSIONAL EXPERIENCES

### **Officer Digital Service a e-KYC Management (May'23 to Present)**

#### **bKash Limited**

- Collaborated with product and tech teams to develop user-friendly interfaces and ensure seamless integration of e-KYC into Bkash mobile app.
- Played a pivotal role in integrating e-KYC processes into bKash's digital services, enabling seamless customer onboarding and verification.
- Conducted continuous analysis of e-KYC data to identify trends, streamline processes, and address potential bottlenecks. Integrating and delivering customer service solutions through managing customer queries, requests, and complaints.
- *Collaborated with cross-functional teams to develop and implement automated identity verification procedures, reducing verification times by 97%.*
- Spearheaded initiatives to enhance user experience, resulting in a 96.5% increase in successful verifications and reduced user drop-off rates.
- Managing e-KYC reconciliation counting/Quality Check/Image Capturing/Data check.
- Assisted by service more than 8 core customer Support.

### **Marketing Executive (December'21 to February'23)**

#### **Spellbound Leo Burnett**

- Arranged **"Bangabandhu & Bangamata Gold Cup Primary School Tournament 2023"** with the participation of 66000 school participants having budget of 11 lacs.
- Assisted to organize with FBCCI **"Bangladesh Business Summit -2023"** which was an international trade and investment promotion event scheduled in March 11 & 12, 2023.
- Worked as an event organizer in the banner of Spellbound of **"Chevron Bangladesh 2023"**.
- Launched the event as an organizer of **2<sup>nd</sup> VRM Machine of Aman Cem 2023**.
- Worked with the Youth and Sports Ministry for the event of **"Bangabandhu Inter –University Sports Championship-2022 (3<sup>rd</sup> Edition)"**. These events were done with 6950 participants having 125 public and private university students in the banner of Spellbound Leo Burnett.

### **Data Research Analyst (September'19 to July'21)**

#### **South Asian Network on Economics Modeling (SANEM)**

- At Present Research Topic Carrying out Business Confidence Survey in Bangladesh under the Asia Foundation. My Team Leader Dr. Salim Raihan duration is July 01<sup>st</sup>, 2020 to June 30<sup>th</sup>, 2021.
- At Present Research Topic Carrying out Business Confidence Survey in Bangladesh under the Action Aid Bangladesh. My Team Leader Dr. Salim Raihan duration is March 15, 2020 to October 15, 2020.
- At Present Research Topic Social Protection for Children in Changing Demographic under United Nations Children's Fund (UNICEF), Bangladesh. My Team Leader Dr. Salim Raihan duration is September 27, 2020 to December 15, 2020

## EDUCATIONAL QUALIFICATION

Degree	Institute Name	Results	Passing Year
MBA	International University Business Agriculture & Technology	Runing	2024
BA. Economics	International University Business Agriculture & Technology	3.24	2022
Film & Media Director	Priyanka Cultural Institute	Pass	2018
HSC	Banaphool Addibashi Green Heart College	4.15	2014
SSC	Mirpur Bangla High School & College, Dhaka	3.50	2012

## **TECHNICAL SKILLS**

- Microsoft Words
- Microsoft Excel
- Microsoft Power Point
- SPSS
- Adobe Photoshop, Light room
- Adobe Illustrator

## **Achievements**

- Best Team of the Month at SANEM (2020)
- Bangabandhu Inter University Sports Competition 2018
- Techno Film Competition Award Top 20<sup>th</sup> Rank
- Inter Department Film Competition Award 1<sup>st</sup> Rank
- National Photo Exhibition by Shiplopkola Academy
- British Council Book Reading Competition 4<sup>th</sup> Rank

## **SEMINARS/TRAINING**

- Seminar on career development mentoring by Solaiman Shukhon
- Training in Bengal Creative Hub with Ashraf Kaiser, Rubaba Dewla
- Kazi IT Career Boot Camp – the Largest Recruitment & learning Fest
- Unisel Present Rise Above All 2018 Powered by Ecstasy
- Seminar on International Tea Day Powered by IUBAT University
- Seminar on HR Day Powered by IUBAT University

## **SKILLS**

- Campaign Management
- B2B Marketing
- E-KYC Management
- Cross-Functional Collaboration
- ATL/TTL
- Capacity Building
- Regulatory Compliance
- Digital Transformation
- Client Services
- Digital Marketing
- Stakeholder Management
- Advertisement
- Film/Documentary Making
- Proposal Development
- Administration
- Data Analysis
- Finance
- Problem Solving
- Adaptability
- Marketing
- Process Automation
- Customer Experience Enhancement
- Communication
- Negotiation
- Team Leadership
- Photography

## **EXTRA CURRICULAR ACTIVITIES**

Position	Organization/Club	Tenure
Member	Rotaract Club of IUBAT	2019-20
President	IUBAT Economics Society	2019-21
President	IUBAT Photography Association	2018-21
Ambassador	IUBAT Student Ambassador	2017-21
Creative Member	BAGHSC Culture	2013-14

## **REFERENCES**

### **Md. Alamin Sikder Shihab**

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### **Nusrat Hossan Nitu**

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