

SHIHAN MAHFUZ

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EDUCATION

New York University Abu Dhabi | Abu Dhabi, UAE

Aug '27

Bachelor of Arts, Economics

Coursework: Computer Programming For Engineers, Data Analysis, Data Structures, Calculus, Multivariable Calculus

EXPERIENCE

GPS Marketing Agency | Dubai, UAE

Jun '25 - Present

Marketing Intern

- Conducted market research and developed **50+** video scripts based on social media trends to support **8** clients
- Created **25+** visual content (posters, reels, flyers) using Canva, ensuring brand consistency and audience relevance

HackAD-Computer Science SIG | Abu Dhabi, UAE

Dec '23 - Jan '25

Treasurer and Content Creator

- Designed various digital content such as posters, reels, & flyers for HackAD events attended by an average of **30 people** per event, using Canva. Managed the full budget(including budget request, and allocation)

DeepCards-Card Gams Startup | Abu Dhabi, UAE

Jun '23 - Aug '23

Social Media Manager and Content Creator

- Increased social media presence by **20%** in 3 months through strategic use of TikTok, boosting customer engagement and brand awareness
- Edited **50+ TikTok videos**, and strategically posted them on social media leading to a boost in audience engagement

Workometic-(failed agency startup) | Cumilla, Bangladesh

Aug '21 - May '23

Founder

- Mentored **100s** of people, advancing potential of Bangladeshi manpower in leadership and education
- Launched and managed **6 projects**, reaching nearly **10 thousand people**
- Led a team of **15 people**, resulting in boosted productivity and demonstrated project outcomes

Mukhosh Publications-(failed startup) | Cumilla, Bangladesh

Jan '21 - Apr '23

Publisher

- Published and edited **4 magazines** and **2 individual** books, reaching over **10,000** people
- Founded **first ever** e-book publishing company in Bangladesh, designing publications with an adaptive solution for young people with a team of **7 people**
- Executed targeted advertising strategies, driving engagement from a Facebook reader group of **4,000 members**

Youth Network Centre | Dhaka, Bangladesh

May '20 - Aug '21

Program Manager of Department of Research and Innovation

- Organized **12 programs** named The Learning Thursday and helped to form a Facebook group which has attained over 1 million people and directly supported over **10,000 individuals**
- Awarded associate of the Month among **200 associates** in February 2021 for managing **4 projects**

HoccheTaki-Bite Media | Cumilla, Bangladesh

May '20 - Aug '21

Lead Journalist

- Oversaw a team of **7 people** to ensure concise and high-quality news content tailored for digital audiences
- Produced and published over **500 bite-sized** Facebook news posts, achieving a top audience reach of **15,000+ people**

LEADERSHIP ACTIVITIES

Flowers Home Foundation | Cumilla, Bangladesh

Aug '21 - Jun '23

Co-founder and Managing Director

- Led a team of **20 people** to arrange projects, serving more than 10,000 people
- Raised over **150,000 BDT(1500\$ approx.)** and built relationships with donors and community partners

Mental Health Care | Cumilla, Bangladesh

Jun '20 - Dec '22

Directorial team member

- Implemented plans to increase understanding of mental health, resulting **20%** expansion in people seeking support
- Organized **5 events** and built an organizational structure consisting of more than **100 employees**

SKILLS & INTERESTS

Computer: STATA, Excel, Python, C++, MATLAB, Canva, Filmora, CapCut, LaTeX

Languages: English, Bengali, Hindi(Working Proficiency), Urdu(Working Proficiency)

Interests: Finance, Business, Writing, Teamwork, Reading, Movies, Entrepreneurship, Research, Policy Making