

TASNUVA AFRIN

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Education

University of Dhaka

Dhaka, Bangladesh

Bachelor of Social Sciences in Economics

2022-2025 (*Expected*)

- Concentration in Economics. Current CGPA-3.51 / 4.00
- Stood 152nd in 'D unit' admission

Holy Cross College, Dhaka

Dhaka, Bangladesh

Higher Secondary School Certificate (HSC)

2018-2020

- Concentration in Science. Acquired GPA 5.00 / 5.00
- Received General Grade Scholarship in HSC Examination in 2020

Mohammadpur Preparatory School and College, Dhaka

Dhaka, Bangladesh

Secondary School Certificate (SSC)

2016-2018

- Concentration in Science. Acquired GPA 5.00 / 5.00

Professional Experience

Maroon Inc.

Dhaka, Bangladesh

Executive

June 2024- present

- Established and maintained strategic partnerships with social influencers from all 64 districts around the country, increasing the company's reach and visibility.
- Successfully executed a campaign for Lifebuoy on Global Handwashing Day, held on October 15th.
- Negotiated agreements and partnerships with well-known influencers to raise brand recognition and campaign effectiveness.
- Worked with internal teams and stakeholders to match campaign tactics with company objectives, resulting in successful brand promotion and market penetration.
- Campaign performance was monitored and analyzed to maximize future initiatives and influencer engagement tactics.

WeMen View

Dhaka, Bangladesh

Content Executive

July 2023- present

- Developed engaging material on social and gender issues, such as articles, infographics, and multimedia resources, to increase awareness and advocacy.
- Created graphics and visual content to complement written documents, increasing the impact and reach of critical ideas across several digital platforms.
- Coordinated and carried out strategic plans and initiatives to address gender issues in the country, working with stakeholders and community organizations.
- Conducted research on social and gender issues to guarantee content accuracy, relevance, and consistency with the organization's advocacy objectives.
- Helped organize campaigns, workshops, and events to promote gender equality and social inclusion, resulting in increased public participation and outreach.

Skills

Data Cleaning : Stata, R, Microsoft Excel

Data Analytics : R, Stata, Microsoft Excel

Graphic Designing : Adobe Photoshop, Canva

Others : Microsoft Word, PowerPoint

Languages : English (Fluent), Bangla (Native), French

Leadership Experience

Economics Cultural Club | University of Dhaka

Dhaka, Bangladesh

Office Secretary

June 2023- present

- Participated in the planning and organization of several cultural events, ensuring that programming ran smoothly and efficiently.
- Designed banners and advertising materials for a variety of events, improving their visual appeal and branding.
- Created engaging social media content and graphics to promote events, which increased audience engagement and visibility.
- Collaborated with teammates and stakeholders to create event themes, timelines, and logistics.
- Performed in a theatrical production, which helped to represent the organization's culture and art.

Economics Study Center | University of Dhaka

Dhaka, Bangladesh

Associate Member

June 2023- June 2024

- Organized the 5th Bangladesh Economics Summit, actively working at the Design and the Logistics team,
- Designed the interior layout of the annual magazine "*CETERIS PARIBUS VI | Golden Threads: Weaving 50 Years of ESC*",
- Collaborated with organizations such as SANEM, ILO, BER, CES-University of Shri Jayewardenapura, and IMF,
- Contributed to logistics and management of monthly study circles, public lectures, and online webinars,
- Hosted numerous events both online and offline,
- Actively worked on writing, editing, and designing the monthly publication "ESC Monthly Digest" and several blog projects,
- Prepared concept notes, questionnaires, and press releases for ESC Dialogues and Panel Discussions,
- Developed informative content for ESC social media platforms
- Played a significant role in successfully organizing the 4th Bangladesh Economics Summit in 2022.

7th SANEM Annual Economists Conference (SAEC)

Dhaka, Bangladesh

Volunteer

February 2024

- Wrote press releases for a variety of events, including presentations of academic papers and panel discussions.

Holy Cross College Science Club (HCCSC)

Dhaka, Bangladesh

General Member

July 2018 - April 2020

- Served as interior designer and associate editor for the yearly publication of the HCCSC.

Holy Cross College Debating Club

Dhaka, Bangladesh

General Member

July 2018 - April 2020

- Participated in and organized the yearly debate festival organized by HCCDC.

Research Works

Exploring the Relationship between Marital Status and Labour Force Participation of Women in Bangladesh

- The term paper for the Labor Economics course under Professor Dr. Sayema Haque Bidisha.

Econometric Exploration: Unraveling the Dynamics Between GDP per Capita and Literacy Rates

- The term paper for the Econometrics I course under Professor Dr. Sayema Haque Bidisha.

References

Dr. Sayema Haque Bidisha

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