

# RÉSUMÉ BOOK

BBA 29TH BATCH, IBA-JU



Institute of Business Administration  
Jahangirnagar University

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*RESUME BOOK 2024*

**PUBLICATION**

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Résumé Book, BBA 29th Batch

**PURPOSE**

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Internship Placement

**DATE OF PUBLICATION**

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May 2024

**COORDINATOR**

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Front Cover Image: IBA-JU Academic Building (Under Construction)

Back Cover Image: JU Shaheed Minar (Collected)

An online database with all relevant information of the students and their portfolios is available here:

<https://bba29.iba-ju.edu.bd/>

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## MESSAGE FROM THE VICE CHANCELLOR

It brings me great joy to announce the launch of the resume book for the 29th graduating batch of the Institute of Business Administration, IBA-JU. As we prepare to present our 29th batch of talented individuals to the business and industry sector, I am filled with confidence in their ability to uphold the standards of excellence and knowledge that the institution is renowned for.

IBA-JU has long been recognized as a pioneer in business and management studies, and the graduates have consistently demonstrated their ability to excel in various professional arenas. Through a combination of rigorous academic training and practical experiences such as seminars, workshops, and industry visits, the students are equipped with the skills and knowledge necessary to thrive in today's competitive landscape.

I am particularly proud of the dedication shown by students of the 29th batch in engaging with extracurricular activities both domestically and globally. These experiences not only enrich their personal growth but also contribute to their holistic development as future leaders in their respective fields.

I extend my sincere gratitude to all those involved in the creation of this resume book, as well as the valued partners in the business community who continue to support the mission of producing top-tier graduates. I am confident that this endeavor will once again prove invaluable in connecting these talented students with exciting internship opportunities that will kick-start their professional journeys.

To the members of the 29th batch, I offer my heartfelt congratulations and best wishes for a future filled with success and honor. May you continue to inspire others with your dedication and passion for excellence.

Best regards,

NAlam 12/5/24

Professor Md. Nurul Alam, PhD

Vice Chancellor

Jahangirnagar University



## MESSAGE FROM THE DIRECTOR

With great honor and profound enthusiasm, to inform all of you that Institute of Business Administration (IBA-JU) is launching the resume book of the 29th Batch for their internship placement program. I extend my warmest greetings to the 29th batch as we commence this remarkable chapter together. As Director of IBA-JU it is both a privilege and a responsibility to guide you on this journey of academic and personal growth.

Since its inception in 1991, IBA-JU has stood as a bastion of excellence, dedicated to fostering the next generation of business leaders imbued with integrity, vision, and a commitment to societal impact. Our internship placement program serves as a pivotal bridge between academic rigor and real-world application, offering you invaluable insights and experiences that will shape your future endeavors.

As you step into the dynamic landscape of the business world, equipped with the knowledge, skills, and values instilled by IBA-JU, I urge you to embrace the challenges ahead with confidence and determination. Beyond mastering the intricacies of commerce and management, remember the importance of ethical conduct, empathy, and effective communication in all your interactions.

I wish to express my heartfelt appreciation to the esteemed organizations that have partnered with us, providing opportunities for our interns to gain practical experience and contribute meaningfully to their respective fields. Your continued support is instrumental in nurturing the talents of our students and preparing them for the demands of the professional realm.

To my esteemed colleagues, whose unwavering dedication and expertise have guided the 29th Batch with care and wisdom, I offer my sincerest gratitude. Your mentorship has been instrumental in shaping these aspiring business leaders into individuals of character and competence.

I extend my warmest congratulations to the 29th Batch on the commencement of this transformative journey. May you approach each opportunity with tenacity, integrity, and a commitment to excellence, knowing that you carry the legacy of IBA-JU with you wherever you go.

With best wishes for your continued success,

7.18am  
09.05.2024

Professor Dr. K.M. Zahidul Islam  
Director,  
Institute of Business Administration,  
Jahangirnagar University.



## MESSAGE FROM THE BATCH MANAGER

It fills me with immense pride to announce that our vibrant cohort of students from the 29th intake is now fully prepared to embark on their internship journey. As we stand on the threshold of this exciting chapter, I am confident that each of you carries within you the potential to leave an indelible mark on the corporate landscape. This internship program serves as a crucial stepping stone, providing invaluable corporate experience and shaping the future business leaders of tomorrow.

Throughout your academic tenure, you have demonstrated not only academic excellence but also a profound commitment to personal and professional growth. Your relentless pursuit of knowledge, coupled with your unwavering dedication, has prepared you to navigate the challenges and seize the opportunities that lie ahead.

I would like to extend my heartfelt gratitude to the organizations that have graciously opened their doors to our students, providing them with invaluable opportunities to gain hands-on experience and insight into the workings of the corporate world. Your support is instrumental in shaping the future leaders of tomorrow, and for that, we are deeply grateful.

I also wish to commend the efforts of those who have worked tirelessly to compile the Resume Book. Your dedication and attention to detail have resulted in a valuable resource that will undoubtedly aid your peers in securing placements in esteemed organizations. To the 29th batch, I offer my sincerest congratulations and best wishes as you embark on this transformative journey. Remember, each challenge you encounter is an opportunity for growth, and every success is a testament to your hard work and perseverance.

As you step into the realm of real-world experience, embrace every opportunity to learn, grow, and collaborate with your peers. Cultivate relationships, seek mentorship, and never underestimate the power of networking. Your journey will be filled with both triumphs and trials, but it is through these experiences that you will discover your true potential and forge your path towards success. May you approach this internship with enthusiasm, curiosity, and a willingness to learn, and may you emerge stronger, wiser, and ready to make your mark on the world.

With warm regards,

Md. Badrul Alam  
Assistant Professor  
Batch Manager, 29th Batch  
Institute of Business Administration,  
Jahangirnagar University.



# ABOUT IBA-JU

The Institute of Business Administration, Jahangirnagar University (IBA-JU), is a prestigious business school in Bangladesh that has earned a reputation for its commitment to excellence. Originally established as the Department of Business Administration in 1991, it played a pioneering role in introducing the Bachelor of Business Administration (BBA) program in Bangladesh. In 2009, after 19 years of operation, the department was transformed into the Institute of Business Administration (IBA-JU).

The primary mission of IBA-JU is to provide transformative business and management education that meets the evolving needs of the professional world. The institute aims to make a positive impact on society and the economy through rigorous research and practical application.

IBA-JU offers a comprehensive range of programs, including a four-year BBA program, a one-year regular Master of Business Administration (MBA) program, and a weekend MBA program. The BBA program, which consists of 123 credits, allows students to specialize in Finance, Marketing, or Human Resource Management. Additionally, IBA-JU offers higher research degrees such as PhD and MPhil programs. The medium of instruction is English, and admission to the institute is highly competitive, requiring students to pass a rigorous entrance examination.

IBA-JU prides itself on its distinguished faculty members, who are known for their expertise and industry knowledge. They employ practical teaching methods to provide students with a high-quality education. The curriculum is thoughtfully designed to align with global and local demands, equipping graduates with the necessary skills for success. The institute also organizes seminars and guest lectures by industry experts to bridge the gap between theory and practice.

To ensure an optimal learning environment, IBA-JU offers modern facilities, including a well-stocked library, spacious classrooms, a computer lab, and reliable Wi-Fi connectivity. The construction of a new, dedicated IBA Building is currently underway, which will further enhance the learning infrastructure. IBA-JU encourages student participation in national and international business competitions, providing opportunities to showcase their talents and refine their skills. The students have already secured winning positions in many business competitions demonstrating exceptional ability.

In summary, the Institute of Business Administration, Jahangirnagar University, is a leading business school that produces graduates who contribute significantly to various sectors. With a steadfast commitment to excellence, innovative programs, and a supportive learning environment, IBA-JU empowers students to thrive in the dynamic business world. The institute aims to nurture business leaders who not only achieve personal success but also make positive contributions to society and contribute to the economic growth of the nation.

# SYLLABUS FOR THE BBA PROGRAM

## FIRST SEMESTER

BUS 101 INTRODUCTION TO BUSINESS  
BUS 102 ENGLISH WRITING & PUBLIC SPEAKING  
BUS 103 BUSINESS MATHEMATICS  
BUS 104 BUSINESS COMMUNICATION  
BUS 105 SOCIETY, BUSINESS & GOVERNMENT

## FIRST SEMESTER

BUS 106 BUSINESS STATISTICS I  
BUS 108 MICROECONOMICS  
MGT 101 PRINCIPLES OF MANAGEMENT  
ACT 101 FINANCIAL ACCOUNTING I  
BUS 110 INTRODUCTION TO PSYCHOLOGY

## THIRD SEMESTER

BUS 207 BUSINESS STATISTICS II  
BUS 209 MACROECONOMICS  
ACT 202 FINANCIAL ACCOUNTING II  
MGT 202 ORGANIZATION BEHAVIOR  
MKT 201 INTRODUCTION TO MARKETING  
FIN 201 INTRODUCTION TO FINANCE

## FOURTH SEMESTER

FIN 202 FINANCIAL MANAGEMENT  
HRM 201 HUMAN RESOURCE MANAGEMENT  
MIS 202 MANAGEMENT INFORMATION SYSTEM  
BUS 211 LEGAL ENVIRONMENT IN BUSINESS  
MKT 202 MARKETING MANAGEMENT  
ACT 203 MANAGERIAL ACCOUNTING

## FIFTH SEMESTER

ACT304 TAXATION AND AUDITING  
BUS312 PRODUCTION AND OPERATION MANAGEMENT  
FIN303 BANK MANAGEMENT  
FIN401 CORPORATE FINANCE  
FIN402 FINANCIAL INSTITUTIONS AND MARKETS  
HRM401 WORKFORCE POLICY AND PLANNING  
MKT401 CONSUMER BEHAVIOR  
MKT402 SERVICE MARKETING

## SIXTH SEMESTER

BUS313 OPERATION RESEARCH  
BUS314 SOCIO ECONOMIC STUDY OF BANGLADESH  
BUS315 BUSINESS ETHICS  
FIN403 INVESTMENT AND PORTFOLIO MANAGEMENT  
FIN405 FINANCIAL STATEMENT ANALYSIS  
HRM406 COMPENSATION MANAGEMENT  
MKT405 INTERNATIONAL MARKETING  
MKT406 INTEGRATED MARKETING COMMUNICATION

## SEVENTH SEMESTER

BUS416 ENTREPRENEURSHIP  
BUS417 BUSINESS RESEARCH METHODOLOGY  
MGT403 STRATEGIC MANAGEMENT  
FIN406 WORKING CAPITAL MANAGEMENT  
FIN409 INTERNATIONAL FINANCIAL MANAGEMENT  
HRM403 INDUSTRIAL RELATIONS  
MKT404 STRATEGIC BRAND MANAGEMENT  
MKT411 FUNDAMENTALS OF E-MARKETING

## EIGHTH SEMESTER

BUS 498 RESEARCH PROJECT  
OR,  
BUS 499 INTERNSHIP

# **FINANCE & HRM**



# HASNAIN SAYEED HRIDI

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## PROFILE SUMMARY

An avid learner and detail oriented confident individual with effective communication and leadership skills, looking forward to applying the skills and the penchant for assuring perfection on an organizational level.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: HRM,  
CGPA 3.2 up to Semester 6

### Dhaka City College

Higher Secondary Certificate, 2018  
Science, GPA 5.00 out of 4.83

### Faizur Rahman Ideal Institute

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### DhakaiyaThrift(@dhakaiyathrift on instagram) | Co Founder

September 2020 – Present

- Since the advent, helped it grew rapidly, which is evident by the number of followers on connected with the page, including celebrities,
- Reached breakeven point through effective marketing and efficient financial plans.

### Both at personal and institutional level | Teacher

September 2019 – September 2023

- Put my ability to comprehend problems better explain easily to test while teaching my students (IBA admission aspirants and students from O to A levels),
- Expertise and depth knowledge in math, physics, accounting and english(both written and spoken)

## VOLUNTEERING EXPERIENCES

### IBA-JU Business Club | Chief Coordinator

September 2024 – Present

- Played pivotal role in arranging club's first nationwide business competition, from managing sponsors to overseeing the event,
- Put communication and persuasion skills to test while handling external entities and leadership skills while guiding internal members.

### Communic | Head of Logistics

September 2020 – September 2023

- Arranged Communic's intra university branding competition "Negocio"
- Trained juniors about communications and public speaking both through seminars and informally

### Other Volunteering Experiences

- Collected primary data for a research from Cox's Bazar about people's perception on waste management and their attitude towards it,
- Played lead role in arranging "Freshers'30" and ensured the participation of the band Karnival using my ties with Karnival's manager and Dhaka Broadcast's CEO, Rulan Al Amin
- Arranged IBA annual tour 2024.

## ACCOMPLISHMENTS

### Scholarship from Jahangirnagar University

2020 | For standing first in the entrance exam of IBA-JU

### Intra School Science Olympiad

Runners-up in math segment

## SKILLS

- Leadership
- Fluency in English
- Communication and Persuasion skills
- Team Collaboration
- Critical Thinking

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Adobe premiere pro and photoshop



# SABABA TASNEEM

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## PROFILE SUMMARY

Dynamic Content Writer with a passion for crafting compelling narratives that engage and inspire. Career-focused with a penchant for dreaming big and achieving measurable success. Brings creativity, dedication, and a strategic mindset to elevate brand storytelling. Committed to continuous learning and professional growth.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: HRM,  
CGPA 3.57 up to Semester 6

### Rajuk Uttara Model College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Rajuk Uttara Model College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### UKMC Global BD | Content Writer & Student Guide

January 2023 – Present

- Wrote 30+ engaging contents on variety of important educational aspects
- Guided students to explore their options for graduation/post graduation in foreign universities

### Insight Research | Content Writer

June 2022 – December 2023

- Conducted research to analyze market conditions to examine potential sales of a product or service
- Responsible for designing studies, collecting data, analyzing results, and presenting findings

### Waffle Time | Social Media Manager

June 2023 – Present

- Developed and curated engaging content for various social media platforms
- Ensured all social media content aligns with the organization's brand identity, voice, and goals to maintain the brand image across different platforms

### Ivy Machineries Ltd.| Social Media Manager

August 2023 – Present

- Monitor and respond to comments, messages, and reviews. Engage with the audience to build community and foster relationships.
- Track and analyze the performance of social media activities. Use insights from data to optimize future posts, campaigns, and strategies.

## VOLUNTEERING EXPERIENCES

### IBA-JU Business Club | Head of Internal and External Partnership

September 2023 – Present

- Enhanced the club's profile and impact within the community through strategic partnerships
- Assessed the effectiveness of partnerships and making adjustments as necessary
- Secured sponsorships for club activities and managing these relationships

## CERTIFICATION

### Google Project Management ( 3 of 6)

May 2023 | Google Career Certificate

### Young Professional Smartification ( Level 1 & 2)

May 2023 | Smartifier Academy

## SKILLS

- Strategic Planning
- Market Research
- Communication Skills
- Team Collaboration
- Content Writing

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace

# **FINANCE & MARKETING**



# ABU SAYEED ABDULLAH

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## PROFILE SUMMARY

Highly motivated and results-oriented business student with expertise in content marketing, event management, and leadership. Proven ability to develop and execute strategic initiatives, as demonstrated by leading successful marketing campaigns, managing large-scale events, and fostering student development through arranging workshops and competitions.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.41 up to Semester 6

### Notre Dame College, Dhaka

Higher Secondary Certificate, 2018  
Science, GPA 5.00 out of 5.00.

### Khaja Ajmeri High School

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### M/s. CubeNation Bangladesh | Content Executive

November 2023 – April 2024

- Conducted thorough content research and drafted engaging content. Developed and implemented monthly content strategies for various verticals.
- Increased website traffic through strategic content placement, resulting in a 30% rise in Click-Through Rate (CTR), 28% growth in engagement rate, and an 18% improvement in conversion rate.
- Created 15 in-depth, informative pieces comparing and recommending the latest products, catering to a wider audience.

### Gol.glass | Marketing & Social Media Assistant

July 2022 – December 2022

- Developed engaging social media posts to promote new product offerings, and collaborated with the marketing team to create and implement social media strategies.
- Leveraged strong communication skills to respond to customer inquiries and manage online brand reputation.

## VOLUNTEERING EXPERIENCES

### IBA-JU Business Club | Assistant Head of Brands

September 2020 – Present

- Oversaw the internal operation of the club's first national marketing and brand-building competition "Breaking Brand 2024", managing 451 participating teams, judges, and organizers.
- Led the organization of impactful events including "Transcend 5.0" (panel discussion & FGD) and "No Limit to 60 Minutes" (nationwide networking session); Secured industry expert participation and coordinated logistics for workshops and seminars, fostering student development.

### Envizio: IBA-JU Media and Photography Club | Joint Secretary

September 2020 – Present

- Led the planning and execution of the "Frame by Frame: From Script to Screen"—a photography and videography workshop, partnering with Eventizer Technologies LTD, securing participation from over 80 attendees.
- Co-organized "From The Iris 2.0" smartphone photography exhibition at JU, showcasing over 100 submissions and curating the top 40 for a successful event.

### IBA-JU Sports Club | Director of Public Relations

December 2020 – Present

- Led the successful organization of the inaugural and second editions of the IBA-JU "All-out" cricket tournament, achieving full participation from all the running batches.
- Organized and coordinated FASTWIND 4.0—the badminton, table tennis, and (for the first time) darts competition at IBA-JU, increasing participation by 60% compared to the previous edition.

## ACCOMPLISHMENTS

### Walton Business Olympiad 2020 | Finalist

Achieved finalist status in this prestigious national online business competition, selected from over 17,000 participants.

## CERTIFICATIONS

Business Analytics with Excel: Elementary to Advanced  
2024 | Coursera

Content Marketing: Business Growth w/ Content Marketing + AI  
2024 | Udemy

Supply Chain Principles  
2024 | Coursera

## SKILLS

- Leadership
- Operations Research
- Event Management
- Photography & Editing
- Content Marketing
- Supply Chain Management
- Content Writing
- Market Research & Analysis

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Canva
- Adobe Lightroom



## AJIJA NAIMA

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### PROFILE SUMMARY

Ambitious and results-driven business professional with a strong track record in brand strategy, market research, and content creation. Proven ability to secure clients, drive sales, and effectively manage projects across various industries.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.4 up to Semester 6

#### Vigarnisa noon college

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

#### Monipur High School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### InNeed Intelligent Cloud | Cloud Growth Analyst

February 2024 - Present

- Developed and executed comprehensive brand strategies to enhance market presence and recognition
- Managed social media content creation and growth, implementing effective strategies that significantly increased online visibility and engagement
- Optimized landing pages through detailed analysis and strategic enhancements, resulting in an improved user experience
- Collaborated cross-functionally with technical and sales teams to ensure a unified and effective brand representation across various channels

#### Lie To Eye | Strategy Associate

January 2023 - December 2023

- Successfully pitched and secured business from clients through persuasive presentations, demonstrating a keen understanding of their needs; won 4 key pitches
- Led market research and creative ideation, crafting compelling competitor analysis and content strategies to design effective campaigns for 12+ brands, including Himalaya, Xiaomi, Apex, Cetaphil and Bazar365
- Monitored campaign performance,

#### DASH | Owner & Manager

January 2023 - May 2023

- Established and managed a F-commerce site for jewelry & accessories, generated over 300 units of sales & ₹150k in revenue
- Maintained relationships with key clients to secure repeat business as well as with vendors and partners
- Managed logistics and marketing campaigns, such as meta-ad campaign & influencer campaign to increase brand awareness & sales

#### 10-minute School | Content Researcher

August 2022 - November 2022

- Carried out content research, and composed content for the English Grammar Crash Course by Sakib Bin Rashid, which has 17K+ enrollment
- Proofread and edited content for accuracy, clarity, grammar, punctuation, spelling, style, and tone
- Developed promotional content for social media channels to engage students

### VOLUNTEERING EXPERIENCES

#### Dior | UNESCO & Women@Dior Mentee

January 2024 - Present

#### Bangladesh Women Investors Network | Bloom Fellow

October 2023 - Present

#### Dhaka Hub, Global Shapers | Fellow

August 2023 - Present

#### Sir William Beveridge Foundation | Dementia Activist

October 2021 - November 2021

#### Footsteps | Changemaker

March 2021 - November 2021

### ACCOMPLISHMENTS

#### Ingenious 2.0 | 2nd Runners Up

2023

#### Hult Prize Campus Round | 1st Runners Up

2022 | Hult Prize Jahangirnagar University

#### Casemaze | Champion

2021 | EEC-JU

### SKILLS

- Creative Strategy
- Market Research
- Project Management
- Relationship Management

### CERTIFICATIONS

#### GROWTH MARKETING MINIDEGREE

March 2024 | CXL

#### AWS Partner: Sales Accreditation (Business)

March 2024 | Credly

### TOOLS

- MS Office
- Facebook Business Suite
- Adobe Photoshop
- GoHighLevel
- Sales Navigator



## AL-AMIN

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### PROFILE SUMMARY

A punctual, driven & motivated business graduate with a solid foundation in financial principles, accounting & marketing, seeking a dynamic role to leverage and use my skills and expertise for the organisation.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.40 up to Semester 6

#### Dhaka Residential Model College

Higher Secondary Certificate, 2018  
Science, GPA 5.00 out of 5.00.

#### Dhaka Residential Model College

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### Sunshine Academy | Mathematics Instructor

- Worked as a math instructor in Sunshine Academy, a private coaching center for SSC candidates.

March 2019 – January 2021

#### Insight Research | Content Developer

- Prepared advanced level contents for international clients efficiently within strict deadlines.

May 2021 – April 2023

#### Assignoholic Research and Consultancy | Content Writer

- Generated contents for european clients based on the requirements

February 2021 – January 2022

#### Penguin Education | Content Writer

- Working on different academic projects such as reports, essays

August 2022 – Present

#### ThinkTank Consultancy | Team Leader

- Managing a team of 5 individuals and overseeing their work and progress whose primary task is to generate academic contents

July 2021 – Present

### VOLUNTEERING EXPERIENCES

#### IBA-JU Social Welfare Club (SWC) | Member

- Worked as an active member in "Project Warmth" under SWC. The task was to collect funds, overseeing logistics.

September 2021 – Present

#### IBA-JU Sports Club | Member

- Took part in organizing the sports event "Fast Wind 5.0" under the sports club.

September 2021 – Present

### ACCOMPLISHMENTS

#### CFA Equity Research Challenge 2023-2024 | Finalist

Feb 2024 | CFA Society Bangladesh  
Equity Research Report on LHBL

### CERTIFICATIONS

#### Fundamentals of Digital Marketing

January 2021 | Coursera

#### Supply Chain Management

December 2020 | Coursera

#### Value Chain Management

January 2021 | Coursera

#### Work Smarter with Microsoft PowerPoint

April 2021 | Microsoft

### SKILLS

- Strategic Planning
- Market Research
- Communication Skills
- Team Collaboration
- Time Management
- Critical Thinking

### TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Mendeley
- Minitab



# ALVI WASI RONOK

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SCAN THE QR OR CLICK HERE

## PROFILE SUMMARY

Small business owner with 5+ years of experience in Eyewear fashion, worked together with my business partners to overcome business challenges. Event organizing experience with 18+ events since college which includes intra-college, nationals event and inter university. Positive contributor and team motivator with logistical and management support in a disciplined way.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.48 up to Semester 6

### Notre Dame College

Higher Secondary Certificate, 2019  
Science, GPA 5.00

### Government Laboratory High School

Secondary School Certificate, 2017  
Science, GPA 5.00

## WORK EXPERIENCES

### Gol glass | Co-founder

October 2019 – Present

- Started Gol glass from Instagram which now has a follower base of 17.8k, has become one of the top eyewear page.
- Managed the social media page, customer queries and product delivery of the business till we reached 100,000tk revenue.
- Launched the website 'www.golglass.com' to automate business tasks and ensure efficiency. Contributed in web design and contents for better shopping experience.
- Assigned a Social media manager and Content manager to focus on business development and scaling.
- Contributed in market research to import fashionable items and set the eyewear trends before our competitors.

### Offset Interactive | Office executive

March 2021 – December 2021

- Managed production of packaging items for 3 companies, over 7 products were produced
- Ensured the required quality and color matching for the products, handpicked the paper from source and ensured proper scaling
- Managed the clients and delivered the products through various transport options in tight schedules
- Gained critical insights of production error through quality checks and production oversight

## VOLUNTEERING EXPERIENCES

### Envioso, IBAJU Media & Photography Club | Vice President

May 2020 – Present

- Turned Envioso into a critical part of IBAJU by transforming club structure and documenting important events.
- Arranged 'First Light 2.0' an inter-dept photography competition with 81 submissions

### IBAJU Debating Club | Head of Logistics

April 2020 – Present

- Arranged 'IBAJU Fundraiser IV', an inter university debate competition which set a standard in Bangladesh Debate Circuit.
- Participated over 18 debate competition as a debater and adjudicator.
- Awarded 'Emerging Debater' in JUDS inter-dept and 'Breaking Adjudicator' in CSDS Triwizard debate competition

### Notre Dame Science Club | Assistant General Secretary

July 2017 – February 2020

- Started my event management and leadership journey from NDSC. Organised over 9 events with 5 nationals event and co-ordinated over 200 volunteers and juniors.
- Trained the club members in graphics design, event management, campus decoration and logistical support for upcoming events.

## ACCOMPLISHMENTS

### HULT Prize, Jahangirnagar University | 2nd Runners Up

February 2023 | Gained insights and solved business case on fashion industry. Worked together in a team of 4 to achieve the podium

### JUDS Inter-Dept Debate Competition | Semi Finalist

March 2023 | Increased my critical thinking and public speaking abilities with teamwork. Awarded 'Rising debater' in that tournament.

### E-sports scenario, Valorant | Top 2%

May 2023 | 3 years of dedication and precise focus increased the critical thinking ability which helped me in stress management.

## SKILLS

- Strategic Planning
- Emotional Intelligence
- Leadership
- Conflict Management
- Public Speaking
- Critical Thinking
- Teamwork
- Event Management
- Business Development
- Social Media Marketing

## TOOLS

- Microsoft Office Suite (MS Office, Excel, Powerpoint)
- Adobe Lightroom, Snapseed, Canva
- G-Suite (Google docs, Sheets, Slides, Chats)
- Woocommerce
- Claude, Poe, ChatGPT, BingAI



# APUN SARKAR PUJA

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## PROFILE SUMMARY

Experienced financial and marketing content manager with 3+ years of experience. 500+ hours in client handling and content management. Specialize in leveraging financial insights to boost sales and brand visibility. Skilled in financial strategies, modeling, and compliance. Committed to fostering collaboration and strategic thinking for impactful growth.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,

Major: Finance, Minor: Marketing,  
CGPA 3.45 up to Semester 6

### Jahangirnagar University School and College

Higher Secondary Certificate, 2019  
Science, GPA 4.75 out of 5.00.

### Jahangirnagar University School and College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### UKMC Global Bangladesh | Content Writer and Academic Counselor

June 2023 – Present

### Penguin Education and Consultancy | Content Writer and Academic Counselor

March 2023 – Present

### Insight Research and Consultancy BD | Content Writer and Academic Counselor

February 2023 – Present

### Genius Academic Penmen | Content Writer and Academic Counselor

August 2020 – March 2023

### Deep Ecology and Snake Rescue Foundation | International Affairs Secretary

June 2020 – Present

### Media Probe Bangladesh | Assistant Project Manager

August 2022 – January 2024

### Megaproton Academy | Business Development Representative

September 2021 – December 2021

### Legend Coaching Centre | Instructor, English Grammar & GK

June 2020 – February 2021

### Learners Temple Coaching Center | Instructor, English Grammar & GK

July 2020 – June 2021

## VOLUNTEERING EXPERIENCES

### Hult Prize, Jahangirnagar University | Deputy Director of Student Outreach

September 2021 – January 2022

Arranged event with peers and ensured highest participants through communication and leadership.

### Infusion Club, IBA JU | Director of Performance Coordination

December 2023 – Present

Arranged 10+ events, ensured highest quality and discipline

### Communic Club, IBA JU | Deputy Secretary of Communication and PR

June 2021 – June 2022

Arranged 15+ events, ensured effective leadership and fruitful execution of events

### Social Welfare Club, IBA JU | General Secretary of Events

June 2022 – December 2023

Arranged 10+ events like odemos distribution, lifeboy hand soap distribution, relief distribution to flood and winter affected poor

### Envioso Club, IBA JU | Operations Executive

June 2022 – December 2023

Arranged 10+ events, ensured highest quality and discipline

### Other Volunteering Experiences

- Rescued wild animals in multiple occasions, through undercover missions

- Have worked for welfare of deprived women while educating them about menstrual hygiene and self defence

- Have worked for vaccination of stray animals

## ACCOMPLISHMENTS

### Classical Bharatnatyam Dance | Multiple prizes

Participated in many events, won 1st prize in competitions and annual competition 10+ times, captain of cultural society (3 years)

### Painter | Multiple prizes

Participated in multiple events like JU international Language day art competition, Bird fair art competition JU, Butterfly fair art competition, Independence day art competition and won 1st prize 8+ times, 2nd prize 5+ times

## SKILLS

- Strategic Planning
- Market Research
- Communication & Leadership
- Emotional Intelligence
- Team Collaboration
- Problem Solving
- Customer Relations
- Financial Analysis

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Adobe Creative Cloud



# AUDITYA DAS

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## PROFILE SUMMARY

An observant and sociable individual who is eager to build on his academic foundations and desires to contribute positively to the concerned organization. Brings an enthusiastic attitude with a hunger to do more and to be more with a natural aptitude for working with people. Skilled at bridging the gap between technical and non-technical domain to ensure precise requirements and surpass stakeholder expectations.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.82 up to Semester 6

### BACHA English Medium School (BEMS)

A Levels, 2018  
Science, GPA 4.50 out of 5.00.

### BACHA English Medium School (BEMS)

O Levels, 2016  
Science, GPA 4.40 out of 5.00.

## WORK EXPERIENCES

### Digitex Crew | Head of Communications

July 2021 – Present

- Oversee the management of Google My Business Profile, Facebook Marketplace and Kijiji Profiles of 40+ foreign SME clients.
- Direct a team of 3 marketers and collaborate with the creative team (designers & developers), to ensure that client accounts are handled effectively;
- Regularly update clients on campaign progress, answer queries, and address concerns.
- Increased Client Revenue by 18 % on monthly basis.

### Damex Digital Ltd. | Marketing Executive

September 2020 – January 2021

- Responsible for managing Paid Ads, Social Media Campaigns, and SEO for 12 foreign SME clients; Collected leads & conducted Cold Calling and Emailing campaigns.
- Successfully onboarded 27 foreign SME clients;
- Wrote proposals for client acquisition & Prepared weekly performance reports with suggestions to improve KPI;
- Achieved a sales growth of 25 % in a period of 3 months and raised monthly revenue by \$ 2000+

### BACHA English Medium School | English Teacher

July 2017 – June 2018

- Taught English Literature to 8th graders while pursuing my A levels; a role I was offered as part of our schools 'work-study' program.

## VOLUNTEERING EXPERIENCES

### IBA- JU Business Club | Assistant Head of Finance and Accounts

September 2020 – Present

- Handled financials and co-authorized transactions for club flagship events such as Breaking Brand 2024, Crack the Case, Elicit.
- Created budget estimations.
- Assisted in club member recruitment.

### COMMUNIC | Senior Associate of Planning

October 2020 – November 2023

- Assisted in the planning and organizing of Outlines Reimagined : The Third Act;  
Provided logistical support during COMMUNIC Reunion & Alumni Meetup

### Other Volunteering Experiences

- Coordinated several cultural and sport events in school such as Football Fiesta 2.0 & 3.0 (2016, 2017), Winter Cultural FEST (2017), Science Fair (2016), BACHA Day (2016, 2017).
- Collaborated with Dabur Bangladesh and participated in the distribution of over 10,000+ units of Odomos Mosquito Repellents among Jahangirnagar University students in a effort to raise awareness against mosquito-borne diseases on Victory Day Fest.
- As part of the event coordinator team, assisted and provided logistical support for Fresher's Reception, Annual Iftar, Intra- Football Tournament, All Out 1.0 & 2.0.

## ACCOMPLISHMENTS

### First National Biology Olympiad | 2ND RUNNER'S UP

March 2015 | Bangladesh Biology Olympiad

### Academic Stipend based on University Admission Test

2020 | Jahangirnagar University

### Academic Stipend based on First Year Result

2021 | Jahangirnagar University

## SKILLS

- Problem Solving
- Financial Analysis

- Project Management
- Customer Relations

## CERTIFICATIONS

### The Fundamentals of Digital Marketing

March 2020 | Google Digital Garage

### Corporate Strategy

May 2020 | Coursera

### Supply Chain Principles

June 2020 | Coursera

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace



# AYSHARJO HASSAN PRACHI

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## PROFILE SUMMARY

A motivated finance student with strong mathematical skills is pursuing a career in finance. This person excel in analyzing financial data to inform strategic decisions and are committed to growth and learning to sharpen skills and enrich experiences. Being a quick learner who is passionate about learning new things allows this person to thrive in challenging environment.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.71 up to Semester 6

### Holy Cross College

Higher Secondary Certificate, 2019  
Science, GPA 4.67 out of 5.00.

### S. V. Govt. Girls' High School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Shellbeehaken Ltd. | Sales & Marketing Intern

April 2024 - Present

- Working in the marketing team with the launch of an upcoming platform to design the customer journey when the platform launches and also designing promotional strategies for the launch. Responsible to handle 100+ potential TCs.

### Penguin Education | Project Co-Ordinator

June 2022-Present

- Managing and delegating around 50+ contents monthly for the team and communicating with the customers. Responsibilities also include quality assurance and timely delivery of work. I directly work with a team of 10 people and manage around 30 content writers.

### Gaznobay | Content Writer

January 2021-June 2023

- worked as an intern content writer at Gaznobay from January 2021 to June 2021 and worked as a freelance writer for the same magazine since April 2023. Wrote around 15 business related articles for them.

### Titans Academy | Mathematics Instructor

2020-2022

- Instructing IBA aspirants since 2020 as a part of Titans Academy. I had to manage classes of 20-25 people and create teaching materials.

## VOLUNTEERING EXPERIENCES

### IBA-JU Debating Club | President

September 2020 – Present

- Speak to Lead 2.0 &3.0 (around 50 participants, 5 judges and 15 volunteers, oversaw the coordination between teams and actively worked in content)  
- IBA-JU DC Fundraiser IV 2020 (100+ participants and 20+ judges; had to coordinate and communicate with people concerned).

### Communic | Treasurer

October 2020 – Present

- Managed the finances (Kept track of cost and assisted with budgeting) of-

- Grameenphone NBL Roadshow
- Embark Episode 02
- CommUnite, Embark Episode 01 (Wrote and managed contents, provided logistical support)

### The Daily Star | Campus Star

November 2023-Present

- Representing JU to the organization as well as representing The Daily Star in JU. Provided with opportunities of skill development courses.

### Infusion | Director of Performance

April 2021 – Present

- Worked with the content team for the club. Oversaw performance in event such as -  
• Palabodel dwitiyo porbo (Managed around 25 performances)  
• Infusion Night, (Worked in Content & oversaw around 20 performances)

## ACCOMPLISHMENTS

### CFA Research Challenge | Semi-Finalist

2022-23 & 2023-24 | CFA Research Institute

### Ennovators 7.0 | Semi-Finalist

2023 | Banglalink

### Battle of Minds | Top 100

2023 | British American Tobacco

### Resurgence 2.0 | Champion & Debater of the Tournament

2021 | IBA-JU Debating Club

## SKILLS

### • Interpersonal Skills

Leadership, People Management, Public Speaking and Presentation, Professional Verbal and Written Communication

### • Analytical Skills

Critical Thinking, Research, Data & Financial Analysis, Problem Solving, Strategic Planning

### • Tools

Microsoft Word, Excel, PowerPoint; Canva



# BASHARAT ZAHIN NAIRITA

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## PROFILE SUMMARY

"Dedicated business student with an unwavering belief in the power of learning and hard work. With a passion for the field of business and a strong commitment of consistent self-improvement, enthusiastic about leveraging my experiences to contribute positively in the business world."

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.57 up to Semester 6

### Viqarunnisa Noon School & College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Viqarunnisa Noon School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## VOLUNTEERING EXPERIENCES

### Envision IBA-JU Media & Photography Club | Head of Creatives

November 2023 – Present

- Leading a team in generating graphical visuals
- Ensuring seamless integration of the visual content strategy

### IBA-JU Business Club | Head of Branding

October 2023- February 2024

- Conducting research on scope of innovation and improvement
- Being responsible for task scheduling,
- Overseeing content creation : Writings and Visuals

### Aritrika, Environmental Conservation Organization | Head of Strategy & Development Team

January 2022- December 2023

- Leading innovative ideas within the organization
- Strategic planning for the company
- Overseeing development initiatives

## ACCOMPLISHMENTS

### Freshers' Cup 2020 | Champion

June 2020 | Society For International Affairs, Jahangirnagar University

## SKILLS

- Strategic Planning
- Time Management
- Graphic Designing
- Team Collaboration

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Salesforce



# FARHAN TANVIR

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## PROFILE SUMMARY

As an ambitious finance student with a robust background in business administration, bring a unique blend of financial expertise and marketing insights to the table. With a passion for photography and proficiency in managerial tasks, I excel as a team player, adept at making decisions under pressure.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.53 up to Semester 6

### Notre Dame College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Dhaka Residential Model College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### 10 Minute School | Marketing Executive

November 2021 – April 2022

- Directed BOT marketing and EMAIL marketing campaigns, maintaining the social media pages' inbox through third-party app.
- Led the comprehensive email marketing section, leading to a remarkable **2.2x surge** in sales within **6 months**.
- Managed and executed successful email marketing initiatives, driving significant growth in customer engagement and conversions.

### MegaProton Academy | Marketing Associate

July 2021 – October 2021

- Transitioned from intern to executive, mastering various organizational management tools.
- Crafted detailed business plans for future implementation, leveraging insights gained during internship.
- Supervised and mentored a team of **3 members**, ensuring efficient workflow and achieving project objectives.

## VOLUNTEERING EXPERIENCES

### IBAJU Sports Club | Vice President

2023 – Present

- Organised over **10 sports tournaments**, ensuring smooth execution and participant satisfaction overseeing logistics for team jerseys, ensuring timely delivery and uniformity for all sporting events.
- Prepared and coached more than **40 athletes** for various tournaments, enhancing their skills and competitive edge and served as the coach for both the Basketball and Cricket teams of IBA-JU, leveraging leadership skills as Vice President.
- Spearheaded notable events including **Games Week, All Out and Fastwind**, showcasing organizational prowess and commitment to sportsmanship.

### Infusion | Director of Planning

2023 – Present

- Crafted the itinerary for the "**Palabodol**" program and led a team of three individuals to coordinate its smooth execution.

### Communic | Director of External Affairs

2023 – Present

- Curated and coordinated the celebration marking the club's illustrious **10th anniversary**, contributing significantly to the development of its comprehensive itinerary.

### Notre Dame Nature Study Club | Executive Member

2018 – 2019

- Provided comprehensive photography training to a cohort of **35+** exceptionally talented individuals.

## ACCOMPLISHMENTS

### Beyond The Metrics | First Runner Up

2023 | BTM Department, IUT

### Hult Prize Jahangirnagar University | Second Runner Up

2023 | Hult Prize, JU

### Dacoit of Excellence 2.0 | Emerging Team

2021 | JNUCC, JNU

### Semi Finalist

- BizCase 2020
- Analytica 2021
- Savsol Lubricants Presents Connect 2021
- HSBC-IBA Business Case Competition 2023

## SKILLS

- Photography
- Digital Marketing
- Problem Solving
- Financial & Team Management
- Leadership
- Communication

## CERTIFICATIONS

### Excel Skills For Business : Essentials

2020 | Macquarie University (Coursera)

### Marketing in a Digital World

2020 | University of Illinois (Coursera)

### Adobe Illustrator - Mastering the Fundamentals

2020 | Bohubrihi Online Courses

### PowerPoint Masterclass

2020 | Bohubrihi Online Courses

## TOOLS

- Microsoft Office Suite
- Get Response (Email Marketing Tool)
- Mobile Monkey (Chatbot Tool)
- Google workspace
- Canva
- Adobe Illustrator



# MAHATAB KHAN EMON

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## PROFILE SUMMARY

An adaptable individual with a strong drive for continuous growth and learning, eager to explore diverse management, analytical, and coordination practices. Seeking opportunities with an organization that prioritizes self-development and fosters a culture of ongoing learning.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.49 up to Semester 6

### Dhaka College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Ideal School and College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## VOLUNTEERING EXPERIENCES

### Infusion | Vice President

September 2023 – Present

- Managed logistics for the successful execution of "Infusion Night," a cultural event, by coordinating a team of 20 members by providing clear direction and leadership to ensure seamless operations.
- Led the event management team for "Palabodol," overseeing the coordination of various cultural programs with efficiency and effectiveness.

### IBAJU Sports Club | Director of Planning & Organizing

July 2023 – Present

- Coordinated multiple training sessions, competitions and tournament logistical operation in Fast Wind 5.0 as the team lead of a 10 members logistics wing.
- Tournaments: Fastwind 5.0, Games Week, All Out 2.0

### Other Volunteering Experiences

#### Project Warmth 2023

- Ensured smooth conduct and delivery of the 2 days winter relief project in Jamalpur for IBAJU Social Welfare Club.
- Distributed 200 winter reliefs to remote village with the help of the local people

#### Annual Tour 2024

- Convened Annual Tour 2024 to Cox's Bazar, overseeing a group of approximately 150 individuals.
- Managed the overall tour's logistics, finance, people management, and vendor coordination, food and finance.

#### Freshers' Reception

- Organised a freshman orientation event for junior batch successfully, managing a budget of 3 lakh taka.
- Oversaw finance, logistics, and ensured seamless execution of the event by managing 200 people.

## SKILLS

- Event Management
- Organising
- Financial Management
- Problem Solving
- Communication Skills
- Leadership

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace



# MAJID A. MABUD

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## PROFILE SUMMARY

Business graduate from IBA-JU, 49th Batch of Jahangirnagar University, with a keen interest in blending finance, technology, and sociopolitical dynamics. Passionate about continuous learning and proactive in acquiring new skills to navigate and excel in dynamic environments.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.25 up to Semester 6

### St. Joseph Higher Secondary School

Higher Secondary Certificate, 2019  
Science, GPA 4.25 out of 5.00.

### Ideal School and College

Secondary School Certificate, 2017  
Science, GPA 4.85 out of 5.00.

## VOLUNTEERING EXPERIENCES

### IBA- JU Debating Club | Logistics Secretary

September 2020 – Present

- Worked with executive members during tenure
- Provided logistical support for multiple club events including Speak to Lead and Speak to Lead 2.0

### IBA Business Club | Operations Officer

September 2020 – Present

- Assisted in ongoing club activities during tenure
- Provided logistical assistance for the Breaking Brand 2024 event

### Other Volunteering Experiences

- Worked as a volunteer for SWC during Winter Relief Project 2023 and aided in inventory storage
- Procured sponsorships of worth Tk. 1 lacs for IBA-JU Freshers Event for the 29th Batch and IBA-BC Breaking Brand event

## CERTIFICATIONS

### Coursera Project Network

- Investment Risk Management
- Search Engine Optimization (SEO) with Squarespace
- Profit Analysis using Economic Value Added
- Portfolio Diversification using Correlation Matrix
- Finite Element Analysis Convergence and Mesh Independence

## SKILLS

- Strategic Planning
- Supply Chain Management
- Business Communication
- Project Analysis

## TOOLS

- Microsoft Office Suite
- Minitab
- Google Workspace
- Snapseed



# MALIHA CHOWDHURY

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## PROFILE SUMMARY

As a driven final year BBA student at IBA-JU, I excel academically and with a positive, hardworking mindset, I embrace challenges head-on. Passionate about exploring varied fields, I'm eager to seize new opportunities that foster continuous growth. A well-rounded, versatile candidate, I possess an insatiable thirst for knowledge that fuels my personal and professional development.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.56 up to Semester 6

### Holy Cross College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Barnamala Adarsha High School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### 10 Minutes School | Academic Instructor

- Worked on K-12 Project of 10MS
- Created video contents for over 20,000 students.

January 2021 - June 2022

### Roots Education | Math Instructor

- Taught Mathematics and Analytical Ability to university admission students.

March 2022 - December 2022

### BacBon School | English Instructor

- Taught English to a class of 35 underprivileged students,
- Spread awareness to families in different rural areas of Bangladesh.

June 2020 - May 2021

## VOLUNTEERING EXPERIENCES

### Communic | Director, Internal Affairs

- Worked on execution and supervision of the events -
  - Arla Presents “Learn for Growth” roadshow 2022: Handled branding, content, logistics, etc.
  - Communic Recruitment 2022: Created content, graphics, and executed the recruitment processes.
  - Communic Reunion and Alumni Meetup 2022”

October 2020 – Present

### IBA JU Business Club | Assistant Head of Strategy & Planning

- Worked on execution and supervision of the events -
  - Brac Bank Presents “Career Talk”
  - Elicit 2022 IBAJU Business Club Recruitment, etc.

September 2020 – Present

## SKILLS

- Content Writing
- Management: Event Coordination, Social Media Management, etc.
- Leadership: Negotiation, Team Coordination, Communication, etc.
- Analytical Skills: Research, Problem-solving, etc.

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Salesforce



# MD MUNTASIR KAMAL DIHAN

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## PROFILE SUMMARY

An ambitious and accomplished BBA student at IBA-JU, with a stellar academic background and a proven track record in finance, communication, and project management. My proactive learning approach and extracurricular involvement demonstrate my commitment to personal growth and making meaningful contributions to organizations aiming for excellence and innovation.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.93 up to Semester 6

### Methodist English Medium School

International Advanced Level (IAL), 2019  
Science, 2 'A' grades

### Methodist English Medium School

International GCSE, 2017  
Science & Accounting, Grades: 8A\* and 1A  
World Highest Scorer in Accounting

## WORK EXPERIENCES

### Ostad.app | IELTS Instructor

June 2021 – March 2024

- Conducted 37 Online batches of IELTS preparation courses catering to diverse student needs and proficiency levels.
- Successfully assisted 450+ students in achieving their target IELTS scores, with an average score improvement of 1.5 bands.
- Developed and implemented customized lesson plans throughout the duration of employment.
- Conducted workshops on 'Communication skills' at East West University and Jagannath University.

### 10 Minute School | Project Employee

September 2020 – July 2021

- Designed and created 27 PowerPoint Presentations for the 'BCS Preparation' course, ensuring clarity, visual appeal by collaborating with subject matter experts.
- Ensured timely delivery of all PowerPoint materials, meeting project deadlines and contributing to the smooth operation of the educational platform.

## VOLUNTEERING EXPERIENCES

### Communic | General Secretary

September 2020 – Present

- Conducted 3-day Excel training workshop sessions 'Embark Excel Workshop', engaging 123 active participants.
- Worked in the Management team in preparing sponsorship proposal and modality for the national sales competition 'Negocio 2.0'
- Acted as Master of Ceremony for 'Arla presents Learn for Growth' and '10 years of Communic'

### Unilever Bangladesh Limited | Sparks Campus Ambassador

July 2023 – Present

- Facilitated communication and collaboration between Unilever Bangladesh and IBA-JU campus, promoting all Unilever Employer Brand agenda initiatives.
- Successfully completed 7 Employer Brand Projects, including Uplift, U-talk, Bizmaestros, ULIP, UFLP.

### Research Study Coordinator

July 2023 – Present

- Conducted feasibility study for MEP Ltd. to gain market insights for their glossy electrical products; the study involved surveying 384 respondents - retailers, distributors, customers - in Nowabpur, Ashulia and Mirpur.
- Co-authoring a research paper titled 'Factors influencing Impulse Purchase Behavior among modern trade shoppers'

### Other Volunteering Experiences

- Master of Ceremony in various events: Arla Presents 'Learn for Growth', Bangalink Presents 'Learn from the Leaders', Infusion Night, a cultural event of IBA-JU
- Moderator of panel discussion, 'Transcend Episode 5', an FGD that explored the current and future landscape of youth leadership
- Head of Learning and Development at IBA-JU Business Club

## ACCOMPLISHMENTS

### Excel Finance Fest 2022 and 2023 | Champion

2022 and 2023 | Jahangirnagar University

### CFA Institute Research Challenge 2023 | Semi-finalist

December 2023 | CFA Society Bangladesh

### Dacoit of Excellence 2.0 | Emerging Team winner

September 2021 | Jagannath University

## SKILLS

- Financial Analysis
- Market Research
- Leadership, Team Building and Communication

## CERTIFICATIONS

### IELTS

January 2019 | Band 8 out of 9

### SAT

December 2018 | Total Score: 1420

### Financial Modelling with Excel

January 2024 | Zahirul Islam, Capex Team Lead at EDOTCO

## TOOLS

- MS Excel Advanced, PowerBI, SPSS, SmartPLS
- Canva, Photoshop, Illustrator, PowerPoint
- Wordpress and Elementor



# MD ABDULLAH AL FARABI

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## PROFILE SUMMARY

Highly organized, dedicated and detail-oriented individual with a passion in Business and Finance. Have excellent written and verbal communication skills to provide clear and concise inputs throughout any project. Value Quality and Timeliness the most in providing detailed outputs. Capable of working in fast-paced and demanding environment.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.30 up to Semester 6

### Pabna Cadet College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Pabna Cadet College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCE

### Enchatin (YT channel) | Video Editor

April 2023 – December 2023

- Edited 30+ videos for the channel on gaming, vlog, products and business proposals.
- Worked on short form content for YT, Twitter and Instagram.
- Collaborated with Script writing, Caption graphics and Motion design.

## EXTRACURRICULAR ACTIVITIES

### IBAJU Debating Club | Session and Workshop Secretary

March 2020 – September 2023

- Organized a 4 day long online national debating fest with more than 200 participants in 2021. Took part in communications, collaboration, venue and time management and technical issues.
- Participated in numerous debating competitions as both participant and adjudicator.
- Organized Public Speaking and Debating Workshops

### IBAJU Social Welfare Club | Executive Member

November 2020 – August 2023

- Took part in the distribution of Odomos to around 3000 students in Jahangirnagar University at the Victory day celebration feast in 2021. Handled the planning and distribution of the products in 3 boys' hall.
- Planned and managed the distribution of around 300 winter clothings to the needy in 2022

### BC gaming Club | Social Media Manager

November 2023- January 2024

- Managed the Social Media presence of the club by designing contents and suggesting improvements.
- Edited a few videos for their channels.

### IBAJU Business Club | Executive Member

November 2020 – August 2023

- Took part in the distribution of Odomos to around 3000 students in Jahangirnagar University at the Victory day celebration feast in 2021. Handled the planning and distribution of the products in 3 boys' hall.
- Organized Intra department case competition.

## ACCOMPLISHMENTS

### CFA Institute Research Challenge, Local round | Finalist

2023-24 | CFA Society Bangladesh

### Surjer din Debate Fest | Quarter Finalist

2021 | Inter University Debating Competition

## CERTIFICATIONS

MS Powerpoint - Intermediate  
May 2020 | Coursera

E-Business & Entrepreneurship  
September 2020 | EEC - JU

Adobe Illustrator - Beginner  
December 2020 | Coursera

## TOOLS

- Microsoft Office Suite
- Advanced Powerpoint
- Google Workspace
- Adobe Premier Pro, Final Cut Pro, CapCut
- AI assistants - Leonard, Tome, Midjourney, Gemini

## SKILLS

### Interpersonal Skills

Teamwork, Collaboration, Communication, Adaptability

### Creativity

Advanced Presentation design, Video Editing, Canva

### Analytical Skills

Financial Analysis, Critical thinking, Problem Solving



# MD. NAZMUL HASAN SHIHAB

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## PROFILE SUMMARY

Passionate, dedicated and detail oriented young professional with a passion for working in Finance sector. Experienced in Equity Research and Financial Statement analysis. Proficient in Financial Analysis, Excel, Public Speaking and Debating. Eager to contribute to a fast paced, dynamic team.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020-2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.50 up to Semester 6

### Rajuk Uttara Model College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Milestone School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Circle Holidays | Intern

October 2020 - January 2021

- Innovation & Planning Department. Maintained 2 Travel related Facebook groups and collected address and contact information of more than 50 Hotels.

### Britto Coaching Centre | Mathematics Instructor

November 2021 - May 2023

- Took Classes of several batches consisting of more than 30 students in each batch.

## VOLUNTEERING EXPERIENCES

### IBA-JU Debating Club | Member

May 2020 - Present

- Worked as a communication team member in "IBAJU DC Fundraiser IV 2020", debate competition for raising funds during COVID. Communicated with more than 10 Judges during the competition.  
- Wrote more than 5 book review in an event named "Lead Through Knowledge"

### IBA- JU Social Welfare Club | Member

May 2021 - Present

- Collected funds and Supervised logistics in "Project Warmth" organized by SWC.

## ACCOMPLISHMENTS

### CFA Institute Research Challenge | Finalist

2023 - 2024 | CFA Society Bangladesh  
Conducted Equity Research On Lafarge Holcim Bangladesh.

## CERTIFICATIONS

### Excel Skills for Business: Essentials

May 2020 | Macquarie University (Coursera)

### The Fundamentals of Digital Marketing

July 2020 | Google Digital Garage

### Presentation skills: Designing Presentation Slides

May 2020 | National Research Tomsk State University (Coursera)

### Supply Chain Principles

January 2020 | Georgia Institute of Technology (Coursera)

### Write Professional Emails in English

July 2020 | Georgia Institute of Technology (Coursera)

## SKILLS

- Financial Planning
- Time Management
- Public Speaking
- Presentation
- Team Collaboration
- Communication

## TOOLS

- Microsoft Office Suite
- Minitab
- Canva
- Google Workspace



# MD SHAFAYAT HOSSAIN JAHAN

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## PROFILE SUMMARY

BBA Graduate with a passion towards data analysis and financial analysis, looking forward to opportunities to explore real-world challenges to apply my skills. I am a good learner and listener.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.69 up to Semester 6

### Notre Dame College, Dhaka

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### IET Govt High School, Narayanganj

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## PERSONAL PROJECTS

### Codebasics Data Analytics Resume Project 5:

Providing insights to telengana government tourist department by Analysing tourism data of telengana state. Cleaned and Analyzed data using Tableau and Created Video Presentation using graph and charts created in Tableau.

### Bangladesh Property Price Prediction in Kaggle Notebook using Machine Learning:

Using dataset of property prices from Bproperty, performed data cleaning, data exploration and created model to predict property price in Bangladesh using location and other variables.

### Bangladeshi Urban Population Prediction in Kaggle Notebook:

Using dataset of urban population from World bank Data, I performed data visualization and used linear regression and exponential regression to predict urban population of BD .

## ACCOMPLISHMENTS

### CFA Equity Research Challange | Finalist in local round

Feb 2024 | CFA Society Bangladesh  
Equity Research Report on LHBBL

### AAB World Asian Case Competition | Honorable Mention

August 2023 | Academy of Asian Buisness  
Case Publication on Daraz

## CERTIFICATIONS

### Tableau Advanced

April 2023 | Tableau e-learning

### Fundamentals of Digital Marketing

July 2020 | Google Digital Garage

### Data Science with Tableau

April 2023 | Tableau e-learning

### Giving Helpful Feedback

Sep 2020 | Coursera

### Finance for Everyone Specialization

November 2020 | Coursera

### Leadership and Emotional Intelligence

April 2020 | Coursera

### Competitive Strategy and Organization Design Specialization

Sep 2020 | Coursera

### Psychological First Aid

Dec 2020 | Coursera

### Advanced SQL

November 2022 | Kaggle

### The Science of Well-being

Sep 2020 | Coursera

### Data Cleaning

Dec 2022 | Kaggle

### Agriculture, Economics and Nature

August 2020 | Coursera

## SKILLS

- Financial Analysis
- Financial Modeling
- Data Analysis
- Interactive Data Visualization Dashboard
- Business Intelligence
- Equity Research
- Touch Typing(50wpm)

## TOOLS

- Microsoft Office Suite
- Advanced Excel
- Tableau & Tableau Prep Builder
- Python: Pandas, Numpy, Seaborn, Matplotlib, Scikit-learn
- SQL
- Jupiter Notebook
- Kaggle



# MUSHFIQUR RAHMAN

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## PROFILE SUMMARY

Enthusiastic about working in a professional environment, and highly motivated to jump into the work force. Capable of critical thinking and problem solving, with a hunger to learn new skills, and drive for continuous improvement. Interested to work in analytics.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.43 up to Semester 6

### Engineering University School & College

Higher Secondary Certificate, 2019  
Science, GPA 4.50 out of 5.00.

### Kadamtala Purbo Bashabo School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## VOLUNTEERING EXPERIENCES

### IBA-JU Sports Club | Co-treasurer

- Managed the financial affairs, overseeing budgeting, financial planning, and expense tracking
- Helped with organizing events such as Fastwind, All Out, Games Week

September 2020 – May 2024

## ACCOMPLISHMENTS

### Accfinity 2023 | Semi-finalist

May 2023 | BUP Accounting Forum

## CERTIFICATIONS

### Excel Skills for Business: Essentials

June 2021 | Coursera

### Accfinity 2022 | Quarter-finalist

April 2022 | BUP Accounting Forum

### CFA Research Challenge | Top 10

January 2023 | CFA Society Bangladesh

## SKILLS

- Critical Thinking
- Problem Solving
- Communication Skills
- Team Collaboration

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Basic Video Editing



# NAFISA NOMANI

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## PROFILE SUMMARY

Graduate from Institute of Business Administration, Jahangirnagar University. My reading interests lie within the multifaceted disciplines of economics and finance. I am driven by a passion to explore and analyze the complex interplay of market forces, financial instruments, and their impact on business operations and the broader economic landscape.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing.  
CGPA 3.65 up to Semester 6

### Holy Cross College

Higher Secondary Certificate, 2019  
Science, GPA 4.25 out of 5.00.

### Monipur High School & College

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### CENRAP | Research Assistant

- working as a proofreader for the articles submitted to be published in the Centre for Research and Policy Studies journal.

August 2020 – Present

## VOLUNTEERING EXPERIENCES

### IBA-JU Social Welfare Club | Volunteer

- Volunteered in distributing 12000 Mosquito Repellent Odomos Lotion.

December 2021

### Holy Cross College Science Club | Committee Member

- Contributed thoughts to take essential decisions about science fair and science magazine, was a supervisor of board decoration & poster making competition.  
- Organized Inter College Science Fair 2017.

June 2017 - April 2018

### Holy Cross College | Member of Student Council

- Performed as a representative for the students in college and helped the teachers and the college administration keep discipline in the college.  
- Organized functions like orientation, sports day, farewell, spring festival etc.

July 2016 - October 2017

## ACCOMPLISHMENTS

### 1st Undergraduate Research Summit | Top 30 Proposals

March 2023 | Dhaka University Research Society (DURS) & Bangladesh Research Summit (BDRS)

### BCSIR Science and Technology Fair | Champion

January 2017 | Bangladesh Council of Scientific and Industrial Research

### HCC 14th Intra College Science Fair | Physics Project

Runners Up

August 2016 | Holy Cross College

### Bangladesh Science & Technology Museum Fair | Top 25 Project

April 2017 | Bangladesh Science & Technology Museum

## SKILLS

- Problem Solving
- Financial Analysis
- Communication Skills
- Team Collaboration
- Conflict Resolution
- Market Research
- Leadership

## CERTIFICATIONS

### Test of English as a Foreign Language (TOEFL)

May 2021 | Scored 101 out of 120

### Research Course: Basic to Advance

October 2023 | Research Help Bangladesh

### Introduction to Data Analysis using Microsoft Excel

December 2022 | Coursera

### Using Formulas and Functions in Microsoft Excel

December 2022 | Coursera

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Python



# RAFI FAIROOJ HAQUE

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## PROFILE SUMMARY

A meticulous and driven senior from IBA, Jahangirnagar University. Possessing strong analytical and problem-solving abilities, complemented by a collaborative mindset and a deep-rooted passion for teamwork. Committed to continuous learning and personal growth.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.52 up to Semester 6

### Rajuk Uttara Model College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Rajuk Uttara Model College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Professional Cricket

2016 - 2024

With 8+ years of experience in professional cricket circuit of Bangladesh. Major teams include Mirpur Boys Cricket Club, Fear Fighters SC, Talent Hunt Cricket Academy, Dhaka Metro U18s, Panditpara AC, Cadet XI etc.

- Demonstrated adaptability in working cohesively with individuals of varied personalities and playing styles
- Acquired experience in handling high-pressure match situations and performing under scrutiny
- Displayed commitment to continuous skill development and physical fitness to maintain peak performance levels

### Titans Academy | Co-founder

2020 - 2020

- Developed comprehensive curricula and instructional materials tailored to student needs
- Conducted engaging online classes, leveraging digital tools and interactive teaching methods
- Provided personalized mentoring and guidance to students, ensuring academic growth

## VOLUNTEERING EXPERIENCES

### IBA-JU Sports Club | President

September 2023 - Present

Spearheaded major events: IBA-JU Franchise Football, Fastwind, All-out 2.0, Games Week

- Demonstrated leadership, project management, team coordination, strategic planning
- Acquired skills in stakeholder management, event logistics, event marketing, and volunteer supervision

### Communic | Designing Executive

September 2021 - September 2023

- Conceptualized and executed design projects for club events and initiatives
- Collaborated with cross-functional teams to align design elements with club objectives
- Ensured adherence to branding guidelines and maintained consistent visual identity

### IBA JU Cricket Team | Captain, Cricketer

February 2020 - Present

- Selected as the team captain based on stellar performance and strong leadership abilities
- Demonstrated exceptional people management skills by coordinating practice sessions amid academic commitments
- Spearheaded the team's transformation from underdogs to a formidable force in the competition
- Led the team to achieve the farthest advancement in the recent history of the Inter-Dept Cricket Competition

## ACCOMPLISHMENTS

### Dhaka Second Division Cricket League| Champion

January 2020 | Bangladesh Cricket Board

### Brac-EPL Corporate Amateur Cricket Tournament| Champion

December 2023 | CACA

### Battle of Minds| Top 100

June 2023 | BAT

## SKILLS

- Strategic Planning
- Market Research
- Communication Skills
- Team Collaboration
- Graphic Design

## CERTIFICATIONS

### Fundamentals of Digital Marketing

2020 | Google Digital Garage

### Excel Skills for Business

2020 | Macquarie University

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Adobe Creative Cloud



# RAHIM UL ISLAM REMON

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## PROFILE SUMMARY

A finance enthusiast with 2 years of experience and a strong background in accounting, financial analysis, and reporting. Skilled in bookkeeping, transaction reconciliation, financial reporting, and analysis, as well as advanced financial modeling. Passionate about driving financial success, with a commitment to excellence and continuous professional development.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.79 up to Semester 6

### Dhaka College

Higher Secondary Certificate, 2018  
Science, GPA 5.00 out of 5.00.

### The Carter Academy

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Vanessa Enterprise Limited | Internal Affairs Officer

Dec 2023 - Present

- Delivered weekly reports on cash balances, ensuring over BDT 7 crore in liquidity to meet operational and strategic needs.
- Achieved 99.50% accuracy in reconciling cash general ledger (GL) accounts, reducing discrepancies to maintain financial integrity.
- Conducted on-site visits to 7 potential suppliers, leading a team of 5 to produce comprehensive reports for sourcing decisions.

### Vanessa Enterprise Limited | Accountant

Dec 2021 - Nov 2023

- Ensured financial accuracy and compliance by processing and reconciling thousands of monthly transactions, producing over 25 monthly expense statements, 3 balance sheet reports, 12+ trial balance reconciliations, and a variety of financial analyses.
- Enhanced communication and reduced discrepancies by delivering insightful weekly and ad-hoc reports to the Managing Director and collaborating closely with 2 other senior accountants.

## VOLUNTEERING EXPERIENCES

### ACCA Bangladesh | Student Envoy

Apr 2023 - Present

- Led promotional campaigns within the IBAJU community, engaging over 250 students through social media, email newsletters, and on-campus events.
- Organized 3 events to celebrate new ACCA members, managing logistics and ensuring each event ran smoothly.
- Executed targeted outreach initiatives for academic departments, achieving a 45% increase in student engagement and inquiries across diverse interests.

### IBA-JU Business Club | Head of Finance & Accounts

Jan 2023- Present

- Spearheaded meticulous financial budget for Breaking Brand 2024, attracting 3 major sponsors and engaging 450+ teams.
- Contributed to the successful execution of No Limit To 60 Minutes Vol.02 and Brac Bank Career Talk 2023, drawing active participation from 300+ attendees and facilitating insightful industry discussions.

### IBA-JU Social Welfare Club | Volunteer

Dec 2022- Present

- Project Warmth - 2023 | Distributed winter relief to cold-stricken people,
- Distributed 12,000 Mosquito repellent cream - Odomos among JU Students

## ACCOMPLISHMENTS

### Hult Prize Mumbai Summit | Semifinalist

2024 | Hult Prize

### Over the Wall | Finalist (Top 6)

2023 | Marico Bangladesh

### CFA Research Challenge | Semifinalist

2023 | CFA Society - Bangladesh

## SKILLS

- Analytical Skills
- Problem Solving
- Attention to Detail
- Interpersonal Skills
- Critical Thinking
- Budgeting & Forecasting
- Financial Reporting
- Bookkeeping
- Financial Modelling
- Valuation

## CERTIFICATIONS

### Financial Accounting: Foundations & Advanced Topics

Jan 2023 | University of Illinois at Urbana-Champaign | Coursera

### Technical Support Fundamentals

Jan, 2023 | Google | Coursera

### Excel Skills for Business: Essentials, Intermediate I, Intermediate II

June 2020 | Macquarie University | Coursera

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Intuit QuickBooks
- Refinitiv
- Canva



# ROWNOK SHIHAB JIM

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## PROFILE SUMMARY

Motivated by data-driven business solutions and a flair for innovative problem-solving skills. Eager to apply the analytical abilities and tech-savviness acquired through different work experiences for career growth opportunities in dynamic organisations.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.41 up to Semester 6

### Bir Shrestha Noor Mohammad College

Higher Secondary Certificate, 2018  
Science, GPA 4.67 out of 5.00.

### Bir Shrestha Noor Mohammad School

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Potato Digital | Community Manager

September 2023 – Present

- Directly planned and communicated social media content with B2B clients. Produced **16%** higher online engagement by improving customer satisfaction ratings by **23%** by closing response time to **1.5** hours and maintained records of campaigns and 5 contests.

### Intelsense AI Limited | Business Development Executive

August 2023 – Present

- Developed and presented pitch decks for investor collaboration and B2B clients (**3 MoUs** signed). **Projects:** Sense.AI, SenseSpeech.  
- Administered the end-to-end production and platform testing of voice AI products, increasing product efficiency by **27%**.

### BenWill LLC | Content Executive

December 2022 – July 2023

- Planned **40+** client guest posts curated for the US Real Estate industry monthly through in-depth keyword optimization.  
- Assisted SEO team in tier 1 & 2 internal and external domain backlinking for **project HARO**, improving SEO rank **163%** higher.

## VOLUNTEERING EXPERIENCES

### Pathao | Campus Elevator

August 2023 – September 2024

- Executed on-campus marketing campaigns for Pathao Foods with **600+** footfall in key locations, increasing product reach by **11%**.

### Envizio, IBA-JU Media & Photography Club | General Secretary

September 2020 – Present

- Launched and managed online operations for the intra-department photography competition "**First Light 1.0**" and the intra-university mobile competition '**From The Iris 2.0**'. Coordinated sponsor related communications for the later as well.

### IBA-JU Debating Club | Head of Admin

June 2020 – Present

- Strategized project plans and mentored junior club members for succession planning  
- Notable events I organized : **Speak to Lead 3.0**, and **IBAJU DC Fundraiser IV National Debate competition**.

### IBA-JU Social Welfare Club | Volunteer, Finance & Logistics

September 2020 – Present

- Designed a payment tracking system and communicated revenue reports for funds disbursement of **BDT 279k**.  
- Supervised 200+ relief distribution, packaging, and logistical operations of relief projects.  
- Managed the distribution of **1000+** product units on-campus for the project "**Odomos Protection from Mosquitos**" by Dabur.

### Other Volunteering Experiences

- Built a **9000+** members online community and executed marketing plans for Team Matrix, increasing enrollment rate by **22%**.

## ACCOMPLISHMENTS

### HULT Prize Mumbai Summit | Semifinalist

February 2024 | The HULT Prize Committee, JU

### World Asian Case Competition | Honorable Mention

July 2023 | Asian Academy of Business Research

### HSBC-IBA Business Case Competition | Semi-Finalist

April 2023 | HSBC, IBA-Dhaka University

## SKILLS

- Strategic Planning
- Market Research
- Interpersonal Skills
- Team Collaboration
- Leadership Skills
- Pitch-deck development
- Content development & SEO
- Community Management

## CERTIFICATIONS

### LinkedIn Marketing Strategy & Marketing Solutions Fundamentals

April 2023 | LinkedIn Marketing Labs

### Investment Risk Management

April 2023 | Coursera

### Introduction to Ethical Hacking

August 2022 | LinkedIn Learning

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Wondershare Filmora
- Canva
- Meta Business Suite
- Python
- UberSuggest



## SADIA ISLAM PREETY

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### PROFILE SUMMARY

Highly motivated and ambitious business administration graduate with interest in business and technology inclusion. Experienced in guiding and motivating people through leadership role in different arena. Passionate about analytical tasks, conducting market research, project handling, and collaborative activities.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.81 up to Semester 6

#### Viqarunnisa Noon School and College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

#### Viqarunnisa Noon School and College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### The Daily Star | Campus Star

October 2023 – Present

- Promoted The Daily Star's content, events, and initiatives on campus through various marketing channels.
- Conducted surveys among 200 students, providing valuable insights to TDS's editorial team for content improvement and refinement.

#### Wegro Global | Research Associate

December 2021 – June 2022

#### 10 Minutes School | Content Creator

December 2020 – November 2021

- Prepared 80+ academic content of various subjects under K-12 Project. Created ppt files for class 8-10 and HSC examinees.
- Collaborated with a team of 50 educators and designers to produce content aligned with curriculum standards.

### VOLUNTEERING EXPERIENCES

#### IBA-JU Business Club | General Secretary

October 2020 – September 2024

- Organized and facilitated career talks with Brac Bank, Shanta Securities, HSBC; providing valuable insights for club members.
- Organized 10+ skill growing events like 'Crack the Case', 'Transcend', roadshows and seminars
- Managed the core team of national brand building case competition 'Breaking Brand' which secured participation of 1500+ students of different universities.

#### IBA-JU Social Welfare Club | Director of Communications

August 2020 – July 2024

- Maintained the communications between club and external sponsors and donators. Guided content team to manage social media and website content.
- Worked actively in 5 projects including Project Warmth (Arranged the distribution of winter relief to 200 people in Jamalpur), Project Shohay (Distribution of relief pack during Ramadan) and 12000 mosquito repellent distribution in campus etc.

#### Other Volunteering Experiences

- Arbitrager, BUP Finance Society- Managed to bring 124 participants for a finance competition hosted by BUP.
- E-business and Entrepreneurship Club, JU- Organized and participated in numerous seminars and events.
- Organized and did anchoring in many batch events like Freshers', IBA-JU Annual Tour, Industrial Tour, Iftar Mahfil etc.

### ACCOMPLISHMENTS

#### Blockchain Olympiad | Finalist

December 2023 | Blockchain Olympiad Bangladesh

#### Resurgence II | Best Speaker, Public Speach

May 2021 | IBA-JU Debating Club

#### HULT Prize, JU | 2nd Runners Up

February 2023 | Jahangirnagar University

#### Blockchain Olympiad Bangladesh | Theme Category Winner

February 2021 | Supply Chain Provenance

#### Supply Chain Provenance | Merit Award Winner

July 2021 | International Blockchain Olympiad Bangladesh

#### Breaking Brand | 2nd Runners Up

March 2020 | Intra IBA-JU Business Club Case Competition

### SKILLS

- Leadership
- Market Research
- Team Collaboration

### TOOLS

- Microsoft Office Suite
- Google Workspace
- Canva



## SHEFA TUN NOOR

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### PROFILE SUMMARY

Passionate and versatile professional with a proven track record in social media management for CubeNation since 2020. Specializing in customer engagement, merchandise design, and creating captivating graphics for social media posts. I have dabbled in small freelance jobs that required translating, transcribing, proofreading, and conducting research.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.52 up to Semester 6

#### Mirpur Cantonment Public School & College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

#### Monipur High School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### M/s. CubeNation Bangladesh | Social Media Manager

January 2020 – Present

- Planned and executed 800+ pieces of content and static posts for social media, resulting in a 35% increase in CTR
- Improved query response time by 45% within 1 month, leading to a 90% response rate on social media platforms
- Conducted quarterly product surveys for the analyst team, gathering valuable insights for product development
- Authorized 18 non-seasonal and 12 seasonal organic campaigns, resulting in a 74.3% increase in Facebook reach and a 39.6% increase in Instagram reach
- Increased messaging conversations by 17.7%, gaining through social media engagement
- Attained 40.8% increase in Facebook visits and 37.8% increase Instagram profile visits
- Garnered a 37.8% increase in engagement

#### Performance Report From January 2020 To December 2023:

Increase in CTR	35.2%
Improvement in query response time	47.7%
Response rate on social media platforms	96.6%
Decrease in Cancellation rate	1.75%

Increase in Facebook reach	74.3%
Increase in Instagram reach	39.6%
Increase in engagement	37.8%
Increase in messaging conversations	17.7%

### VOLUNTEERING EXPERIENCES

#### CREATINOVA 2018 | Organizer

March 2018-April 2018

- Organized the first Rubik's cube competition in Mirpur Cantonment Public School & College
- Trained and managed 15 volunteers from ground up
- Designed and executed the event layout according to the World Cube Association standards
- Instructed all the participants on the rules and regulations for the event
- Published the result & Disbursed the allotted prize money within 30 minutes of event completion

#### Cubing Bangladesh | Community Moderator

September 2015 – Present

- Connect speedcubers nationwide via the community's Facebook group, fostering local engagement among enthusiasts.
- Plan and supervise various events, such as "Cube Adda" meetups, beginner workshops, and WCA-compliant competitions
- Volunteered at 5 WCA cubing competitions

### ACCOMPLISHMENTS

#### ACC National Carnival | Champion (Rubik's Cube)

February 2018 | Adamjee Cantonment College

#### Top Female Speedcuber in Bangladesh

2017 - 2022 (Rank #1) | World Cube Association

### SKILLS

- Customer Service
- Digital Illustration
- Market Research
- Communication Skills
- Translation (English-Bengali)

### TOOLS

- Microsoft Office Suite
- Facebook Business Suite
- Canva, Photoshop, MediBang Paint
- Trello
- Discord, Chatwoot



# SM RAKIN RAHMAN

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## PROFILE SUMMARY

As a hard-working and self-motivated individual with good experience in co-curricular activities, new challenges and learning through experiences are always appreciated. With a finance and marketing background, my goal is to grow with learning leadership.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.00 up to Semester 6

### Dhaka Imperial College

Higher Secondary Certificate, 2019  
Science, GPA 4.72 out of 5.00.

### Jashore Zilla School

Secondary School Certificate, 2017  
Science, GPA 4.86 out of 5.00.

## VOLUNTEERING EXPERIENCES

### IBAJU SWC | Vice-President

September 2020 – June 2024

- Worked on mosquito-repellent distribution project. In December 2022, products worth about BDT1.2 Million were distributed among residential students of JU.
- Worked on the Winter cloth distribution project for 3 years. The project includes selling products and using the profit money to buy and distribute winter clothes among needy people. Each period the revenue is about 200,000 BDT.
- Arranged sessions on mental health for depressed students.

### IBAJU Sports Club | General Secretary

September 2020 – June 2023

- Arranged Intra IBA-JU tournaments in the categories - football, chess, badminton, cricket and arranged and oversaw 50+ matches in past 3 years.

### IBAJU DC | Vice-President

September 2020 – June 2023

- Arranged welcoming tournaments for newcomers, known as "Speak to Lead" for 3 times.
- Handled club recruitment.
- Arranged 3 other debate tournaments of different scale.

### Communic | Head of Internal Affairs

September 2020 – June 2023

- Helped the club arrange several sessions on carrier orientation and skill development.
- Handled club recruitment.

### Infusion | Joint Vice-President

September 2020 – June 2023

- Helped the club arrange 3 cultural events.
- Handled club recruitment.

### Other Volunteering Experiences

- Organized Freshers' for the newcomers of the institute in 2023. the event had a budget of BDT 300,000.
- Member of tour organizing committee for IBA-JU annual tour 2024. It had 142 participants with a budget of about BDT 950,000.
- Organized orientation for Juniors in 2023.

## CERTIFICATION

### Fundamentals of Digital Marketing

May 2020 | Google Garage

### Presentation Skills- Designing Presentation Slides

May 2021 | Coursera

### Presentation skills: Speechwriting and Storytelling

August 2021 | Coursera

## SKILLS

- Event Management
- Team Collaboration
- Leadership

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace



## SOUMITA ROY

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### PROFILE SUMMARY

Multiskilled manager working in portfolio management, branding and user experience design with a demonstrated history of working in the Startup, MFI, and FMCG industry. Skilled in Digital Strategy, Financial and Business Analysis, Animation, Software Development, Web Design, Animation and Storyboarding.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.66 up to Semester 6

#### Viqarunnisa Noon College

Higher Secondary Certificate, 2019  
Science.

#### Viqarunnisa Noon School

Secondary School Certificate, 2017  
Science.

### WORK EXPERIENCES

#### UD Goodlink Ltd. | Lead Specialist- Portfolio Management, Branding and UX

2021 – 2024

Working at a joint venture firm of UDDIPAN, Top 5 Micro Finance Institutions in Bangladesh, and Goodlilnk Express.

- Venture Investment Portfolio Management, financial Planning, Machinery Purchase Planning
- Trademarking branding elements for multiple brands and Developing UX for future websites
- Developing 3D Packaging for UD dairy and Motor Vehicle Advertisement
- Designing In-Store Experience for Restaurant Ventures

#### Microsoft Bangladesh | Internship

Dec 2017 - Oct 2018

- Lead team for the Microsoft Incubator Program for Startup
- Developed an MVP app for Epilepsy patients
- Developed brand pitch and product planning

### VOLUNTEERING EXPERIENCES

#### UX Collective (Worlds Largest UX Journal) | Writer

2020

- Written article for UX collective's Bootcamp project about Google's UX case study

#### VNSC SCIENCE CLUB, EDITORIAL DEPARTMENT | Graphic Editor

2018- 2019

- Club Event Writing Published on The Daily Star 2018
- Interviewed public figures and music bands, written articles
- Graphic designed the layout forma for the annual magazine for 2500+ print copies

### ACCOMPLISHMENTS

#### Joint Duke-Harvard Hackathon | Honorable Mention

2024 | FinTech AI Software

#### Top 10 Intern Microsoft Young Bangla Internship | Top 10

2018 | Delivered pitch in front of CRI Management , Microsoft Bangladesh Managing Director, and Minister of State for Power, Energy and Mineral Resources of Bangladesh

### SKILLS

- AI Software Development
- Financial Analysis
- Data Analysis
- Software Development
- User Experience Research
- Animation
- 3D Packaging Development

### CERTIFICATIONS

#### Google UX Design Professional Certificate

July 2023 | Professional Certificate

#### Four year Certification of Fine Arts

2016- 2020 | Mentored by Television Stage Design Artist

### TOOLS

- Github, Photoshop, Illustrator, Blender
- Animation & Video Production: Premiere Pro, After Effect, Davinci Pro, AuditionCC, AnimatorCC, Character Design CC & etc.
- Frameworks and Libraries: React, Azure cloud AI
- Coding Languages: Python, JavaScript, Three.js, SQL, HTML, CSS
- Microsoft Office Suite (Excel, Word, Powerpoint)



# TASNIMAH HAQUE

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## PROFILE SUMMARY

Keenly interested in current affairs in the landscapes of business, politics and economy. Passionate about research and working with data. Hobbies include research, evaluating financial statements and voiceover.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Finance, Minor: Marketing,  
CGPA 3.57 up to Semester 6

### Viqarunnisa Noon School & College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Viqarunnisa Noon School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Bangladesh Public Administration Training Centre (BPATC) | Enumerator

July 2022

- Conducted one-on-one interview surveys on 100+ people including trainees, instructors, staff members.
- Interpreting the qualitative answers into quantitative data for further processing.

### The Conseil Garage @TCG\_Official (YT Channel) | Scriptwriter & Voice Actor

October 2021 – Present

- Researching on different businesses and their impactful winning strategies.
- Boiling down the research findings into analytical scripts.
- Providing VoiceOver for videos.

## VOLUNTEERING EXPERIENCES

### Communic | Vice-President

September 2020 – Present

- Coordinating the social media team to delegate graphics and caption work.
- Creating social media content and developing content calendars.
- Planning schedules for different events & sessions

## CERTIFICATIONS

### Data Analytics

May 2023 | NASBA

### Inbound Marketing Communication

May 2023 | hubspot

## SKILLS

- Extensive documentation
- Social Media, Email communication
- Collaboration & Conflict Management
- Clear and concise communication

## TOOLS

- Microsoft Office Suite
- Hubspot
- Google Workspace

# **MARKETING & FINANCE**



# FARHANUL HAQUE KHAN

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## PROFILE SUMMARY

Dynamic and results-oriented professional with proven track record in e-commerce, business development, and project management. Experienced in raising a successful business venture and organizing international events. Skilled in Agile team management, frontend web development, and SEO.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor:Finance,  
CGPA 3.43 up to Semester 6

### Monipur High School & College

Higher Secondary Certificate, 2019  
Science, GPA 4.41 out of 5.00.

### Monipur High School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### M/s. CubeNation Bangladesh | Managing Partner

August 2016 – Present

- Imported Rubik's cubes from China through C&F Agent worth 1.3 crore BDT & generated 22% revenue growth in 2022-23 FY
- Raised the business from 0 to 12,000+ customers with 3200 monthly active users; Disbursed 1000+ dynamic payments using CityLive from City Bank PLC; Managed 32 sponsored events across 20 institution over 7 years
- Maintained E-commerce site built on MERN Stack with 100% uptime & 4.8% conversion rate; Trained 60+ speedcubers, 6 competition organizers, 1 intern,
- Handled RJSC registration, Trade license, Corporate Bank account, Financial statements, Tax return and payment

### Luminous 360 | Partner

November 2023 – Present

- Managed 1 event, covering videography with the 360 video booth & imported 360 video booth from China through C&F Agent

### Brain Station 23 PLC. | Product Owner

June 2022 – June 2023

### WeHealth Bangladesh. | Assistant Product Manager

November 2020 – January 2022

- Analyzed the market to develop MVP within 3 weeks & brought 95 doctors to the marketplace within 15 days

## VOLUNTEERING EXPERIENCES

### World Cube Association | Organizer

June 2023 – July 2023

- Organized an International Rubik's Cube Event for Speedcubers of Bangladesh with a Prize Money of 10,000 BDT.

### Cubing Bangladesh | Community Volunteer

January 2014 – Present

- Organized 55 cubing competitions at schools, colleges, and universities, judged 17 cubing competitions as 3rd Party Judge, hosted 2 Cubing workshops accumulating 1800+ participants & arranged 4 Cubing community get-together with 200+ participants.

## CERTIFICATIONS & LICENSES

### International English Language Testing System (IELTS) Scored 7.5 out of 9

December 2019

### Certificate of Registration of Firms (under Act IX of 1932) P-49624

September 2022

### Trade License | Dhaka North City Corporation TRAD/DNCC/083771/2022

September 2023

## ACCOMPLISHMENTS

### Top 20 Speedcuber in Bangladesh

July 2018 | World Cube Association

### 3rd Runners Up | League of Legends

January 2016 | Gamescon Dhaka 2016

### ...+105 Cubing/Chess Accomplishments

## SKILLS

- E-Commerce management
- Legal Compliance (Import/Export, Software firm)
- Agile Team Management (Scrum)
- Frontend Web Development
- Search Engine Optimization (SEO)
- DevOps (Linux, Docker, Email, CI/CD)
- B2B SaaS Marketing

## LANGUAGE, FRAMEWORK & DATABASE

- Node.js
- React (NextJS)
- Tailwind
- MongoDB
- MySQL

## SOFTWARE & TOOLS

- Jira/Openproject
- Microsoft Excel/Google Sheets+Appscript
- Visual Studio, Git, Jenkins
- Wordpress, Shopify
- Cpanel, Linux Terminal
- AWS, Digital Ocean, Vultr, Cloudflare, Vercel
- Google Analytics, Gtag, Search console, Ads, Merchant center



# SIRATAL MOSTAKIM SRABONI

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## PROFILE SUMMARY

Experienced in working with multiple value-driven organisations as tutor, content creator and business development executive. Demonstrated ability to multitask and balance academic excellence with extracurricular activities. With a fervent passion for learning and an unwavering commitment to success, seeking opportunities to make a meaningful contribution to any assigned role.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: Finance,  
CGPA 3.76 up to Semester 6

### Rajuk Uttara Model College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Rajuk Uttara Model College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### 10 Minute School | Academic Instructor and Content Creator (English)

September 2021 - Present

-Recorded 100+ lecture videos for 10MS's YouTube Channel for students of class 6, prepared lessons and solved questions.  
-Worked on an English school project and made 150+ lecture sheets, practice sheets, and QnA, for the HSC Admission Academic English course by preparing lecture sheets, solve sheets, and notes and proofreading the IELTS course's contents and QAC of the videos.

### Catch Bangladesh | Business Development Intern

August 2021 - February 2023

-Worked on the ideation, research, and market analysis of their venture Next Cart and developed the business's tagline, 15+ service descriptions, copy, and captions for the website and app of "Next Cart".  
-Presented the 10+ pitch deck, effectively communicating the vision and benefits of multiple projects," resulting in positive results by onboarding clients.

### Shadow Aide | Admission English Tutor

March 2022 - December 2023

-Tutored 300+ students "English" for their medical and university admission tests preparing the lessons, lecture sheets, and exam questions.  
-Proven record of students' improvement and interest in English learning and excellent results in the admission tests.

## VOLUNTEERING EXPERIENCES

### Marico Bangladesh | Ignite Campus Ambassador

January 2023 - December 2024

-Ensured 150+ registrations from JU in the Over The Wall 2.0 case competition through extensive on-campus promotions.  
-Collected 25+ potential CVs for Trailblazers, the highest number of interns recruited during the tenure in the IMPACT90 internship program.  
-Arranged and planned the promotions of Marico's flagship events and competitions at JU with a team of 20+ members.

### INFUSION | General Secretary

September 2020- Present

-Coordinated cultural programs and oversaw performances for INFUSION NIGHT managing a team of 15+ people and worked as a project lead for the club's flagship events Palabodol managing a team of 50+ people.

### IBAJU Social Welfare Club | Head of HR

September 2020- Present

-Arranged and organised the distribution of the winter relief project "Project Warmth" and ensured the distribution to 220 people in Jamalpur.  
-Distributed 60+ Ramadan necessities gift packages during Ramadan at JU and ensured the distribution of 1200 odemos at Sufia Kamal Hall during the hall feast celebration on 16 December.

## ACCOMPLISHMENTS

### Runners Up

Beyond The Metrics 2.0 | Dacoit of Excellence 2.0 | Hult Prize Jahangirnagar University-2023 | Speak to Lead-2021

### Semi Finalists

BizCase 2020 | Analytica 2021 | Casespecs | HSBC IBA Case Competition -2023

## SKILLS

- Communication Skills
- Ideation and Pitching
- Market Research
- Strategic planning and
- Content Creation
- Marketing

## CERTIFICATIONS

### Business Transformation with Google Cloud

May 2020 | Coursera

### Powerpoint Masterclass

May 2020 | Bohubrihi

### Marketing in a Digital World

June 2020 | Coursera

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Canva
- Trello
- Slack

# **MARKETING & HRM**



# ISRAT RAHMAN ESHA

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## PROFILE SUMMARY

A final year business student specializing in Marketing with the aim to apply academic learning and creative drive to make impactful contributions to the dynamic landscape of the business world. With a passion for innovation and attention to detail, being well-prepared for the diverse marketing environment.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.31 up to Semester 6

### Birshreshtha Noor Mohammad Public College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Birshreshtha Noor Mohammad Public College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Megaproton Academy | Business Development Representative

July 2021 – December 2021

- Managed sales, developed business strategies and built a good network working alongside a vibrant team.

## VOLUNTEERING EXPERIENCES

### IBA-JU Debating Club | Head of Event Management

July 2023 – Present

- Arranged Speak To Lead and Speak To Lead 2.0.
- Managed participants, event scheduling, and different competition segments.

### COMMUNIC| Senior Associate of PR

November 2022 – October 2023

- Coordinated and collaborated with different teams to successfully implement the preset plans of the club and various club events.

### IBA-JU Social Welfare Club | Volunteer

- Worked on an initiative called "Protection from Mosquitos" organised by SWC and ODOMOS.
- Collaborated with different brands on behalf of the club such as Dabur Bangladesh, Unilever etc.

## ACCOMPLISHMENTS

### Breaking Brand | Champion

March 2020 | Inter-Department

## CERTIFICATIONS

### Sales Enabled Certified

August 2021 | Hubspot Academy

## SKILLS

- Communication
- Leadership
- Communication Skills
- Team Collaboration

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Salesforce



# JANNATUL FERDOUS BRISTY

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## PROFILE SUMMARY

Experienced digital marketing and sales professional with a track record of success. Leveraging three years of hands-on experience, I excel in driving revenue growth and enhancing brand visibility through innovative strategies. Eager to climb corporate ladders, my goal is to excel in sales and marketing, utilizing my keen market insight and commitment to delivering exceptional results to contribute effectively to forward-thinking corporations' success and growth.

## EDUCATION

**IBA, Jahangirnagar University**  
BBA. 2020-2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.55 up to Semester 6

**Milestone School and College**  
Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

**Milestone School and College**  
Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### BELLA | Cofounder and CEO

March 2021- Present

- Completed 7500+ orders for the business. Generated and managed 33000+ followers on Facebook page and 9700+ followers on Instagram and 2500 members on facebook group
- Customer Retention rate is 20% and monthly revenue growth rate is 15%
- Utilized digital and social media marketing strategies to acquire customers , increase brand presence
- Fully automated the business by launching www.bellabybristy.com and hiring ,training 3 employees
- Communicated and negotiated with stakeholders like customers,deliverymen,suppliers and middle men to ensure smooth operations
- Did market visits and communicated with local vendors for market research
- Collaborated with celebrities like Bidya Sinha Mim, Jessia Islam ,Samia Othoi, Puja Cherry Roy and Shammi Islam Nila

### SHIFAA WELLNESS | Project Executive

September 2023 – October 2023

- Handled marketing and operations of 'PCOS Awareness Campaign 1.0' and ensured approximately 20000 reach which was published in Daily Ittefaq
- Arranged and managed 5 guest speakers
- Collaborated with entrepreneurs of various businesses to promote the programme
- Created relevant content to engage the audience and

## VOLUNTEERING EXPERIENCES

### Envisio : IBA-JU Photography Club | Head of PR and Branding

September 2020 – September 2023

- Led team members of creatives and social media team consisting 8 members
- Managed the content and recruitment of Firstlight-Envisio's recruitment programme
- Content ideation and execution
- Collaborating with other photography clubs and representing Envisio .
- Planning on content creation and branding strategies for upcoming campaigns

### Other Volunteering Experiences

- Managed 100 customers for IBA-JU SWC Winter Project 2020
- Campus Member at Knowledge Bangladesh
- Distributed Odomos in the halls of Jahangirnagar University

## ACCOMPLISHMENTS

### Academic Stipend for First Year Result

2021 | Jahangirnagar University

## SKILLS

- Sales and Marketing
- Market Research
- Leadership
- Team Collaboration
- Problem Solving
- Project Management
- Customer Relationships

## CERTIFICATIONS

### The Fundamental of Digital Marketing

2021 | Google Digital Garage

### Facebook Marketing

2021 | 10 Minutes School

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Canva
- Salesforce
- Wordpress
- Quickbooks



# KHANDOKER ABDULLAH IBN ABDUL BARI

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## PROFILE SUMMARY

I excel in diverse environments, with a strong commitment to accuracy and punctuality from my freelance work. My experiences with organizations have honed leadership and administrative skills, and university club involvement polished event coordination expertise along with social media management. I am confident in using my skills and eager to learn and master new ones.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.55 up to Semester 6

### Faujdarhat Cadet College

Higher Secondary Certificate, 2018  
Science, GPA 5.00 out of 5.00.

### Faujdarhat Cadet College

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Luminous | Managing Partner

November 2023 – Present

- Managed 3 events, involving 400+ attendees covering videography with the 360 video booth and additional equipment.

### Appen Global Ltd. | Independent Consultant

March 2020 – Present

- Worked 2400+ hours on AI transcription, Search Engine Evaluation, Social Media Labeling, Mystery Shopping for Google & Meta.

### Youth Opportunities | Team Lead, Bangladesh Operations

October 2020 – May 2021

- Led a 10-person team, recruited 5 interns from 200+ applicants, oversaw 10+ partnerships; "Top Performer of the Month" for 5 consecutive months with 99% score; Enhanced YO Bangladesh database, leading to a record 203.67% publishing rate in May 2021,

## VOLUNTEERING EXPERIENCES

### Communic | President

October 2020 – Present

- Contributed to Outlines Reimagine, What Now?, CommUnite, Communic Reunion and Alumni Meetup 2022, and over 100 events,  
- Developed the **Communic Website**, and installed Communic **photo-board** at IBAJU premises; initiated *Embark*, a communicative series of sessions & workshops fostering collaboration and creating a window to versatile knowledge for the students.

### E-Business & Entrepreneurship Club, JU | Assistant General Secretary

April 2020 – Present

- Actively arranged Roadshows, Workshops, Learning sessions, Competitions, Annual Symposium 2023, and 50+ events.

- Accomplishments include Trainer, Excel Workshop 2022; Best Performer, Aug 2022; Best Trainee, Road to Entrepreneurship 3.0

### bKash Ltd. | Campus Ambassador

December 2023 – Present

- Arranged 10+ roadshows, learning sessions, collected and sorted resumes for job opportunities at bKash.

### The Daily Star | Campus Star

November 2023 – Present

### IBA-JU Debating Club | Head of Operations

December 2022 – Present

### Google Maps | Local Guide Lv.7

January 2020 – Present

- 4,000+ contributions accumulating over 1.7 million views, and 250k photo views and 2100+ places added over the years.

### Hult Prize Jahangirnagar University | Assistant Head of Logistics

August 2020 – August 2023

- Arranged 9+ partnerships, and designed graphics, contents, & certificates; accumulated results, and managed emails & PR.

## ACCOMPLISHMENTS

### Walton Presents Marketing Olympiad | 4th Position

May 2023 | Bangladesh Brand Forum

### Excel Competition | 1st Runner-Up

September 2023 | SMC Presents Finance Fest

### Excel Competition | 1st Runner-Up

September 2022 | DMCB Presents Finance Fest

### CaseMaze | Finalist

April 2021 | E-Business & Entrepreneurship Club

## SKILLS

- Data Digging & Analysis,
- Content Writing & Design,
- Strategic Communication,
- Social Media Management,
- Leadership,
- Critical thinking,
- Learning Agility,
- Event Management.

## CERTIFICATIONS

### The Duke of Edinburgh's Award, Bronze

February 2017 | DofE Award Foundation Bangladesh

### Data Science Certificate Program

June 2023 | Ostad

### Young Professional Smartification Level 3 (Office Excellence)

July 2020 | Smartifier Academy

### Powerpoint Masterclass

May 2020 | Bohubrihi

## TOOLS

- Microsoft Office Suite,
- Google Workspace,
- Adobe Premier Pro,
- NCH Videopad,
- Canva,
- Figma,
- Adobe Illustrator,
- WordPress.



# MAYESHA MUSHARRAT

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## PROFILE SUMMARY

A business student and practitioner with extensive experience in content creation, management, teaching and social work, passionate about driving positive change in organizations to make them more sustainable. Thrives in collaborative environments and constantly seeks opportunities for growth and self-improvement.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.40 up to Semester 6

### Chittagong Cantonment Public College

Higher Secondary Certificate, 2019  
Science, GPA 4.67 out of 5.00.

### Cantonment English School and College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### HR Connexions Canada | Resume Editor

2023 - Present

- Edited and enhanced over **100 resumes**, ensuring clarity, coherence, and professional presentation.
- Provided personalized feedback and recommendations to optimize resume content, format, and design for maximum impact.

### Mentors | Instructor

2021 - Present

- Mentored over **1000 students** in the span of 2.5 years, helping people in the range of 18-45 years gain confidence for speaking
- Helping students achieve their desired fluency and scores via intense speaking and grammar lessons and practice sessions
- Assisted the marketing team in launching a campus activation campaign at Jahangirnagar University, scouted for locations and set up booths which achieved **550+ footfall**.

### 10 Minute School | Project Lead and Content Creator

February 2021 – February 2022

- Led a team of content creators and a QAC team on **4 projects**, assigned work, maintained payment rosters, and disbursed payments; created content for **6 projects**, ranging from scripting for video shoots to constructing notes, quizzes, etc.
- Conducted QAC sessions regularly to ensure content quality and adherence to standards.
- Collaborated with the marketing team to build customer profiles for products, enhancing content relevance and engagement.

### foodpanda | Intern

March 2021 – May 2021

- Updated and expanded a database of **2M products** showcased on Panda Shops, ensuring accurate and comprehensive product information; generated content for the app to enhance user engagement and provide valuable information to customers.

### Innovation for Poverty Action | Observer and Data Interpreter (Child POV, Rohingya Camps)

2020 – 2022

- Visited **12+ Rohingya camps** at Ukhiya and worked as a Child POV observer
- Observed refugee children and constructed **25+ reports** on their interaction with their surroundings to be used in a research conducted by NYU, funded by LEGO foundation; helped researchers interpret **100+ surveys** of refugee families

## VOLUNTEERING EXPERIENCES

### British American Tobacco | Xceed talent Ambassador

- Key Events Organized: Battle Of Minds Roadshow and Bootcamp, Jahangirnagar Career Fest.

### HULT Prize JU | Assistant Head of Public Relations

Pitched to and secured a sponsorship of 0.2 million BDT.

### IBA-JU Business Club | Head of Learning and Development

- Key events organized: Breaking Brand 2024, Elicit 2023.

## ACCOMPLISHMENTS

- **Gold Medal:** The Queen's Commonwealth Essay Competition (2018)
- **Champion:** Case Maze (2021), SUDS Debate Nationals (2020), Speak to Lead, Intra-JU (2020), Lion's Club Oratory Revolution (2019)
- **Top Performer:** Xceed, BAT (2023)
- **Honorable Mention:** Inspiring Women Awards, WIL (2024)
- **Runner-up:** Ingenious 2.0 (2023), Hult Prize JU (2023), ECHO International Public Speaking Competition (2020), Breaking Brand, Intra-JU, (2020), Hult Prize, Bangkok, (2020)

## CERTIFICATIONS

- Excel Skills for Business: Essentials | Coursera
- Essentials of Entrepreneurship | Coursera
- Initiating and Planning Projects | Coursera

## SKILLS

- **Technical:** MS Office Suite, Google Suite, Canva
- **Interpersonal:** Public Speaking, Mentoring, Organizing,

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Canva
- Salesforce



# MD. MAIN UL HOSSAIN

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## PROFILE SUMMARY

Driven by a strong passion for excellence and a desire to create meaningful impact, I am enthusiastic about new opportunities to grow and contribute. I intend to build my career by leveraging my knowledge and skills to make substantial contributions that will propel my future organization to new heights.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.55 up to Semester 6

### BPATC School and College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Radio Colony Model School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Insight Research | Content Developer

November 2021 – Present

- Working with a team of 20 members to develop contents on different topics
- Managed heavy workloads efficiently within short deadlines

### ApolloG Research & Consultancy | Content Developer

September 2022 – December 2023

- Planned and developed contents

### Upwork | Virtual Assistant

May 2017 – June 2017

- Assisted a US based SME to sort and organize different business related documents

## VOLUNTEERING EXPERIENCES

- Volunteered in a pandemic relief event organized by Savar Awami League in 2020, aiding in the distribution of essential supplies to over 5,000 underprivileged individuals, showcasing a strong commitment to social responsibility during a time of crisis.
- Served on the logistics team for Savar Awami League's National Independence Day event in March 2024, facilitating the honoring of local freedom fighters through the distribution of tokens of appreciation, exemplifying dedication to community engagement and national pride.

## ACCOMPLISHMENTS

### Abdul Jalil Education Scholarship

2017 & 2019 | Mercantile Bank PLC

### Dhaka Education Board Scholarship

2017

## CERTIFICATIONS

### Search Engine Optimization Complete Specialization Course

April 2024 | Udemy

### Essential Microsoft Excel from Beginner to Advanced Level

April 2024 | Udemy

### Adobe Photoshop CC: Essentials Photoshop Course Zero to Hero

April 2024 | Udemy

### National Skill Standard Basic Course on Computer Office Application

June 2017 | Bangladesh Technical Education Board, Dhaka

## SKILLS

- Search Engine Optimization
- Time Management
- Adaptability
- Communication Skills
- Analytical thinking
- Team Collaboration

## TOOLS

- Microsoft Office
- Adobe Photoshop
- Google Workspace
- Canva



# ONAIZA MAHBUB MOWNOTA

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## PROFILE SUMMARY

Passionate and results-oriented professional with diverse experience in research, content creation, team management, and volunteer leadership. A quick learner who excels in driving societal impact, creative and innovative thinking and organizational growth through strategic planning and effective coordination. Poised to contribute significantly to progressive organizations.

## EDUCATION

**IBA, Jahangirnagar University**  
BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.84 up to Semester 6

**Millennium Scholastic School and College, Bogura, Bangladesh**  
Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

**BIAM Laboratory School and College, Bogura, Bangladesh**  
Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Dream Ideal Multimedia School, Bogura | Part-time Teacher

July 2019 – January 2021

- Conducted 10 classes with 37 students on Mathematics and Business studies subjects.
- Prepared over 12 visually appealing materials and created innovative assignments for the class.

## VOLUNTEERING EXPERIENCES

### Infusion - IBA JU | President

July 2021–Present

- Coordinated within short deadline for Palabodol 2.0 (2023) with 50 students, overseeing finances, promotion and performances.
- Led content creation and event promotion for Mega Event Management Seminar (2023), drawing over 80 participants.
- Managed 9-person team for quality review and timely delivery of 30+ contents as Content Manager (2023); generated written and graphical content as Content Creator (2021-2023); elevated social media presence and engagement as Social Media Manager (2022-Present); effectively managed a team of 8 content creators for Infusion Night (2022).

### Social Welfare Club - IBA JU | Director, Research and Need Identification

September 2020 – Present

- Led Research and Need Identification (2023-Present), curating ideas and identifying needs for social welfare via club activities.
- Effectively managed a team for Project Warmth (2022), coordinating merchandise sale and winter clothes distribution for 200 people and while managing communication and customer concerns for Winter Hoodie Project (2020), facilitating merchandise purchase, delivery confirmation and mitigated customer concerns for over 50 customers.
- Volunteered for Dabur Odomos Project (2021), packaging and distributing over 100 Odomos to residential halls.

### IBA-JU Debating Club | Head of Publications

September 2020 – Present

- Co-leading a team of 18 individuals in the content writing management and publication of a digital Debate Handbook.
- Organized regular debate sessions involving over 50 students as Session Coordinator (2023).

### COMMUNIC - IBA JU | Chief, Branding and Promotion

2022 – Present

- Generated graphical contents for the facebook page of the club while working for branding and promotions and social media engagement for different club events.

### Other Volunteering Experiences

- Participated in 50+ dance events and 6 TV programs for BTV, Channel I, ATN Bangla, etc. and choreographed 12 performances.
- Performed poetry recitation on live stage performances and appeared on 2 TV programs for BTV and ATN Bangla.
- Excelled in public speaking while hosting and anchoring 4 events for diverse audiences.
- Showcased acting proficiency in 4 stage theatre dramas in front of live audiences exceeding 300.
- Held various administrative and executive roles in planning over 6 public events.

## ACCOMPLISHMENTS

### Intra House Debate Tournament | Champion

April 2018 | Millennium Scholastic School and College

### Intra House Tournament | Champion of Extempore Speech

April 2018 | Millennium Scholastic School and College

### Poetry Recitation Competition | Champion and Runners Up

2006-2014 | School and District Level

### Dance Competition | Champion and Runners Up

2006-2017 | District Level

## SKILLS

- Innovation and Analytical Thinking
- Project Management and Leadership
- Communication and Presentation Skills
- Team Collaboration and Time Management
- Customer Relations

## TOOLS

- Microsoft Office Suite
- Canva
- Adobe Creative Cloud
- Google Workspace
- Python



# QUAZI ANUVA RAIDAH

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## PROFILE SUMMARY

Dynamic marketing professional adept in project management, strategic planning, and content creation. Successfully managed teams, showcasing strong leadership and collaboration skills in achieving objectives. Recognized for delivering high-quality results and driving growth through strategic initiatives. Committed to continuous learning and fostering innovation.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.59 up to Semester 6

### Dhaka City College

Higher Secondary Certificate, 2019  
Science, GPA 4.50 out of 5.00.

### Kamrunessa Govt. Girls' High School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### MUSESTAR | Founder

August 2021 - June 2022

- Sourced premium materials and maintained quality standards for resin jewelry, managed brand identity, and social media presence, driving engagement.
- Efficiently managed orders and finances, achieving a 300% ROI within six months, driving substantial revenue growth. Implemented operational optimizations for enhanced growth. Catered to 200 customers and reached 10,000 individuals online.

### TCG - The Conseil Garage | Content and Social Media Manager

May 2021 - August 2022

- Crafted over 10+ scripts for successful videos, reaching over 7.6K views, and researched market trends to create the scripts
- Grew YouTube channel to 322 subscribers and Facebook page to over 2800 followers through strategic engagement, enhancing brand awareness; Managed teams for timely delivery of high-quality content

## VOLUNTEERING EXPERIENCES

### IBA-JU Social Welfare Club | Director

November 2020 - Present

- Launched "METANOIA," a mental health workshop with Moshal, drawing 150 in-person participants and reaching 5000 online. Featured two psychiatrists, aimed at prioritizing mental wellbeing.
- Oversaw product selection, aided in ordering and product management, contributing to the successful completion of the Winter Relief Project 2023 with approximately 1.25 lakh in revenue and an order volume of around 130 units.
- Effectively managed 100+ order packaging and delivery requests, providing exceptional customer support via text and phone, and maintaining an accurate order database during the Winter Relief Project 2020.

### IBA-JU Business Club| Head of Partnership and External Affairs.

September 2020 - Present

- Successfully coordinated ELICIT2022, overseeing recruitment processes, interview ideation, and candidate evaluation, culminating in the selection of the top 20 candidates from a pool of 37 applicants.
- Organized and facilitated workshops such as Career Talk by BRAC Bank and No Limit to 60 Minutes Vol.01, attracting nearly 120 physical participants and reaching approximately 7000 individuals online.
- Represented at BRAC-Aarong Community Meetup, engaging with HR professionals, gaining insights into operations, and networking with prestigious universities.

### Other Volunteering Experiences

- Managed the BBA 30th Freshers Reception, overseeing fund collection, design, and legalities, securing authorizations, and coordinating logistics. Hosted the event for 200 participants, ensuring smooth performances, and managing a fund worth 3 lac.
- Coordinated the distribution of 12,000 units of ODOMOS mosquito repellent in Jahangirnagar University in 2021, contributing significantly to reducing the spread of mosquito-borne illnesses in the local community.

## CERTIFICATIONS

### BYLC Corporate & Management Career Bootcamp 2023

May 2023 | BYLCx

### Excel Skills for Business: Essentials

Jul 2020 | Macquarie University

### Essentials of Entrepreneurship: Thinking & Action

Jul 2020 | University Of California, Irvine

### Finance for Everyone: Markets, Decisions

Jul 2020 | McMaster University

## SKILLS

- Project and Event Management
- Communication and Interpersonal Skills
- Teamwork, Leadership & Public Engagement
- Problem-Solving and Research
- Content Creation and Scripting

## TOOLS

- Microsoft Office Suite & Google Workplace
- Meta Business Suite
- Canva
- ClickUp
- YouTube Studio



## RAKIBUL HASAN

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### PROFILE SUMMARY

An undergraduate with a professional record in visual communication, graphic designing, and content marketing. Possessing a ardent commitment to lifelong learning, I thrive on embracing novel challenges and opportunities for growth. Characterized by versatility and an intrinsic drive for excellence, I consistently uphold an organized approach to goal-setting and task execution, thereby ensuring sustained levels of productivity.

### EDUCATION

#### IBA, Jahangirnagar University

BBA. 2020-2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.69 up to Semester 6

#### Notre Dame College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.  
(Scholarship - General)

#### Holy Child School

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### 10 Minute School | Executive (Content)

- Responsible for entire Blog Section of 10MS, redefining more than 500 visual thumbnails.
- Rebranded the 10MS Blogs with relevant color palette and visuals, which in result saw a 22% increase in website-traffic.
- Contributed to the growth and success of the platform through team collaboration.

June 2021 - January 2022

#### Selvice Logistics Ltd. | Creative Visualizer

- Managed client brand's social media content schedules and crafted captivating visuals enhancing brand identity and revenue.
- Enhancing the visual production quality generated a whopping 40% increase in sales.

March 2021 - February 2022

#### 10 Minute School | Visualizer

- Responsible for Designing creative contents and did more than 300 individual designs generating a total of 127 Million reach.

December 2020 - May 2021

### VOLUNTEERING EXPERIENCES

#### Unilever Bangladesh Ltd. | SPARKS Campus Ambassador

- Undertook diverse responsibilities promoting the brand and engaging peers
- Managed 08 internal projects at Unilever Bangladesh
- Fostered strong brand awareness and engagement among 12,000 students of JU

April 2022 - July 2023

#### Envioso - IBAJU Media & Photography Club | President

- I lead a dynamic team of talented individuals passionate about media and photography.
- Organised the largest Intra-University Photography Competition and Exhibition with a participation of 800+ Students.

#### IBAJU Business Club | Executive Director

- Led the branding team of the biggest Brand building competition of the nation. Ideated, crafted, and scheduled all the visual contents which led to more than 421 registered teams and 1700+ participants.
- Onboarded 6 sponsors and 25 partners along with 40+ Club collaborations from other Universities

### ACCOMPLISHMENTS

#### Over The Wall 2023 | Finalist - Top 6

October 2023 | Marico Bangladesh

#### BIZCASE | 2nd Runner Up

March 2023 | Beyond the Matrix (BTM, IUT)

#### HULT Prize Jahangirnagar University 2024 | Champion

February 2024 | Hult Prize JU

#### HSBC Business Case Competition 2023 | Semi-Finalist

April 2023 | IBA, University of Dhaka

#### Finance Fest 2023 | Champion

September 2023 | F&B, Jahangirnagar University

#### CFA Research Challenge 2023 | Semi-Finalist

February 2023 | CFA Society Bangladesh

#### AD MANIA | 1st Runner Up

March 2023 | Beyond the Matrix (BTM, IUT)

#### SUDS IV International Debate Championship 2020 | Champion

May 2020 | SUST Debating Society

### SKILLS

- Content Development
- Problem-Solving
- Communication
- Team Collaboration
- Visual Understanding
- Interpersonal Skills
- Negotiation
- Easily Adaptable

### TOOLS

- Microsoft Office Suite
- Google Workspace
- DaVinci Resolve
- Adobe Premiere PRO
- Adobe Illustrator
- Adobe Photoshop
- Powerpoint Animation
- Canva



## RIFAH TASNIA

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### PROFILE SUMMARY

An individual with a learning and adapting mindset. Attributes such as team management, stress management and quick thinking helps me to gain the competitive advantage in different situations which further helps any organization that I am working with.

### EDUCATION

**IBA, Jahangirnagar University**

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.44 up to Semester 6

**Cumilla Victoria College**

Higher Secondary Certificate, 2019  
Science, GPA 4.83 out of 5.00.

**Nowab Faizunnessa Govt. Girls High School, Cumilla.**

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

#### 10 Minute School | Content Creator

June, 2021 - July, 2022

-Worked as a Project Employee and ensured proper execution of approximately 100 contents which were used for the K-12 project.

#### Biotech Agrovet Limited | HR intern

January, 2023 - April, 2023

-Learned about the organization's HR management style, analyzed the gaps of the employee expectations and company benefits and reported to the HR manager about the results.

#### Biotech Agrovet Limited | HR Executive

May, 2023- October, 2023

-Worked with employees to create benefit and compliance strategies which will keep them satisfied with the company. Ensured proper labor wage for the entry level workers (**around 150 people**). Reported to top management and worked with them to bring the needed change in the organization's pay and functional structure.

### VOLUNTEERING EXPERIENCES

#### Communic | Chief of Administration

September 2020 -Present

-Managed different teams while organizing different collaborative seminars, sessions with companies like Arla, Interactive Cares.  
-Worked for Negocio 1.0, presented by Dabur sanitize which was the first national sales strategy competition and ensured participation of 1600+ individuals. Specifically worked in PR and Communication teams.

#### IBA-JU Debating Club | Head of Content

July 2020 - Present

-Maintained communications with different club members and debated from 20+ Universities during IBA JU DC fundraising IV.  
-Managed and lead communication, content teams for major debate and public speaking events like Resurgence, Speak to lead.

#### IBA- JU Business club | Assistant Head of HR

September 2020 - Present

-Ensured proper execution of events such as, 'Transcend', 'Crack the Case.'  
-Managed communications and collaboration with clubs for the national event Breaking Brand for brand building case competition which ensured participation of 1600+ individuals.

### ACCOMPLISHMENTS

#### IBA JU DC Resurgence (II) | Runner's-up

May 2021 | IBA-JU-DC

#### English Olympiad || Regional Champion

2021 | English Olympiad Association, Bangladesh

### SKILLS

- Analysis and ideation
- Team Collaboration
- Time Management
- Market Research

### CERTIFICATIONS

#### Marketing in a Digital World Certification

October 2020 | Coursera

#### Foundation of Everyday Leadership Certification

November 2020 | Coursera

### TOOLS

- Microsoft Office suit
- Canva
- Google Workspace



# ROHIT KARMAKAR

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## PROFILE SUMMARY

A business undergraduate with sharp analytical ability and a future-focused mindset. I am eager to leverage expertise in a thriving organization that values continuous learning and growth. Committed to making meaningful contributions through dedicated teamwork and utilizing full potential to drive success.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.20 up to Semester 6

### Notre Dame College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### St. Gregory's High School, Dhaka

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Potato Digital | Community Manager

December 2023 – Present

- Spearhead the planning and execution of social media content strategies in close collaboration with clients.
- Serve as the primary liaison between users and clients, effectively communicating user feedback to drive product/service improvements. Collect user experience data effectively with **47.3%** higher response rate.
- Manage dealer relationships and facilitate communication with key stakeholders for **Pulsar Bangladesh**, a leading automotive company. Ensure smooth operation of B2C feedback

### ClapBoard Entertainment | Key Opinion Leader

November 2022 – January 2023

- Worked in marketing and branding team of **Japan Tobacco International (JTI) Bangladesh**
- Drove a remarkable **170%** increase in sales during the first week by strategically distributing over **200** units.
- Spearheaded the merchandise distribution campaign for the new "CAMEL" brand, ensuring seamless execution.
- Excelled as the KOL, effectively promoting product sales on **10+** campus outlets through targeted initiatives.
- Collaborated closely with the branding team to optimize location strategies for maximum impact within the first 4 weeks.

### ApolloG Research & Consultancy Service | Content Writer

January 2021 – Present

- Contributed to over **350** micro projects, academic research endeavors, and content development initiatives, leveraging proficient academic English writing skills.

## VOLUNTEERING EXPERIENCES

### IBAJU Social Welfare Club (SWC) | President

March 2021 – Present

- Relief distribution among under-privileged people of Jamalpur - **Project Warmth 2023**.
- Distributed 200 blankets to the people in need through generating profit (47K BDT) from selling *merchandise*.
- Launched IBAJU-SWC website, organized the club structure, worked with several vendors and increased brand affiliation.
- Raised 30,000 BDT in 12 days and Distributed 50 relief packs - **Project Shohay 2023**.
- Distributed 16,000 units of Odomos to the JU Students - **Odomos Protection from Mosquitos by Dabur- 2021**.

### Youth School for Social Entrepreneurs (YSSE)

November 2020 – January 2021

- Led the organizing team while arranging the Bangladesh Youth Symposium 2021. Directed them to build connections with the potential speakers. Assisted with the recruitment process.

### Other Volunteering Experiences

- Arranged and led the management of Annual tour of IBA-JU 2024 Consisting of 140+ members.
- Led logistics management in "Speak to Lead 3.0" 2023 by IBA-JU Debating Club as the head of Branding and Documentation.
- Served "Outlines Reimagined: The 3rd Act" By Communic - IBA-JU Communication Club as Logistics Manager.
- Organized "Infusion Night 2022" (Gala Event) by Infusion - IBA-JU Cultural Club as the director of planning.

## ACCOMPLISHMENTS

### MindSparks Ad-making Competition | Finalist

July 2023 | AUST

### Intra-IBAJU Football Tournament | Best Defender

July 2022 | IBAJU 29th Batch

### Intra-School Football Championship 2016 | Champion

July 2016 | St. Gregory's Hight school

### Intra-School Football Championship 2016 | MVP

July 2016 | St. Gregory's Hight school

## SKILLS

- Team Management
- Project management
- Supply Chain Optimization
- Online Community Management
- Leadership
- Strategic Planning
- Growth Hacking
- Problem Solving

## TOOLS

- Microsoft Office Suite
- Google Workspace
- Google Analytics
- Meta Business Suite
- Canva
- Merchant Center



# S M FATIMAH TUZ ZOHURA PROTEETI

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## PROFILE SUMMARY

Aspiring to contribute in an environment that allows me to nurture my strengths and abilities while garnering relevant knowledge and skills that equip me to be the best at what I do. Moreover, as my name conveys, "Proteeti", I want to build myself as a dependable team player in all means of the professional field. Hence, I aim to reach heights, expanding my experiences and expertise in marketing with a proactive, patient, and optimistic mindset being the "Jack of all Trades, Master of Some"!

## EDUCATION

### IBA, Jahangirnagar University

BBA. | 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.80 up to Semester 6

### Sunnydale School

CAIE A' LEVELS | 2019  
Mixed (Science & Economics), GPA 5.00 out of 5.00.

### Sunnydale School

CAIE O' LEVELS | 2017  
Science, GPA 5.00 out of 5.00.

*The Daily Star Awards 2020 & 2018 (A' & O'LEVELS) respectively for Outstanding Academic Results in CAIE*

## WORK EXPERIENCES

### Eventizer Technologies Ltd. | Executive, Brand & Communications

July 2023 – Present

- Conducted extensive Media Buying campaigns for the brand, achieving daily reach in the hundreds.
- Organized numerous events, effectively liaising with clients and vendors to ensure seamless execution.

### Potato Digital | Planning Executive

November 2021 – May 2022

- Planned and executed different campaigns from time to time for eminent brands.
- Analyzed Back-end data and made reports of social media accounts using Excel for brands like PULSAR, BAJAJ Bangladesh, Mitsubishi, Grameen Danone, Nucella etc.

### Selvice Logistics Ltd. | Marketing Executive

November 2020 – November 2021

- Ideated and Executed lucrative campaigns for Selvice and its Ad Agency Clients
- Worked as a Content Creator (Designing & Write-ups) & Delivered Voice-over Work: Website Featured Video
- Formulated Content Calendars from scratch and maintained multiple social media pages for media clients like Pizzerian, Rakumen, Grocery Guy, Watermelon, etc.

### SERBIZ, SEO Agency | Content Creation Intern

September 2021 – October 2021

- Worked with software to create optimized formatted content writeups for websites.

## VOLUNTEERING EXPERIENCES

### Unilever Bangladesh Ltd. | Mentee

January 2024 – Present

- Engaged in comprehensive market visits under guidance, interacting directly with retailers and customers to understand market dynamics and consumer preferences.
- Experienced vigorous training on analyzing the market insights

### Nestle YOUTH Influencer | Campus Ambassador

August 2023 – Present

- Experienced learning sessions, FGDs, and sample tasting at Nestle's HQ & Collected & Sorted 30+ CVs from the graduating batch for several roles at NESTLE PLC from 1200+ students at JU & Actively worked in the International Coffee Day Campaign aligning directly with the marketing team of Nestle.

### IBA-JU Business Club | President

October 2023 – Present

- Organized the biggest National Brand-Building Competition in Bangladesh named, Breaking Brand 2024 by IBA-JU Business Club with a record-breaking number of 421 registrations & 1600+ participants & Onboarded 6 sponsors and 25 partners along with 40+ Club collaborations from other Universities.
- Actively led the biggest panel with 76 members & Launched the website with lucrative interface under JU's official domain
- Ideated, made & maintained content, emails & social media communications for the club's branding team, for the organizational affiliations (MNCs) and other affiliated clubs; reaching FB-followers within 6-months i.e. 10k+ followers

## ACCOMPLISHMENTS

### Over The Wall 2023 | Finalist - Top 6

October 2023 | Marico Bangladesh

### HULT Prize Jahangirnagar University 2024 | Champion

February 2024 | Hult Prize JU

### Finance Fest 2023 | Champion

September 2023 | F&B, Jahangirnagar University

### AD MANIA | 1st Runner Up

March 2023 | Beyond the Matrix (BTM, IUT)

### BIG 2021 | Semi-Finalist (Top 65 Startups)

2021-2022 | iDEA project of BCC from ICT Division

### HSBC Business Case Competition 2023 | Semi-Finalist

April 2023 | IBA, University of Dhaka

### Resurgence | 1ST Runner Up & the Most Promising Speaker

May 2021 | IBA-JU Debating Club

### ECA CAREER EXPOSURE | Finalist

February 2020 | Case Competition by DU FBS



# SAMIHA TAHSIN ZENITH

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## PROFILE SUMMARY

I am a career-driven individual looking forward to contributing to a dynamic corporation that fosters learning and innovation. Integrating academic knowledge with insights from extracurricular activities, I aim to merge my passion for business and deliver optimal performance to create synergies in my work.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.72 up to Semester 6

### Sylhet Government Womens' College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Blue Bird School & College, Sylhet

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Your Grace | Marketing Executive

- Increased the following of the Instagram Page organically.
- Utilized Facebook advertisement tools to boost sales.
- Maintained inventory of the products.

February 2023 – Present

### Bella | Sales Executive

- Responded to queries of the customers.
- Took orders and maintained good relationship with customers.

August 2023 – Present

## VOLUNTEERING EXPERIENCES

### IBA JU Social Welfare Club | Assistant General Secretary (Finance)

Winter Project 2020

- Collected revenue for a portion of the sales.
- Transferred funds to my superior for distributing warm clothes among 150 underprivileged individuals in Feni.

November 2020-December 2022

### IBA JU Social Welfare Club | Volunteer

- Distributed Odomos in the halls of Jahangirnagar University

December 2021

### Infusion | Joint Secretary (Planning)

- Planned and organized events. (decoration)
- Assisted juniors in preparing performances.

January 2023 -December 2023

### Infusion | Program Co-Ordinator

- Prepared performances for events.

April 2021 - December 2022

### IBA JU Debating Club | Assistant Head of Event Management

- Assisted in organizing 'Speak to Lead'.

December 2022- June 2023

## ACCOMPLISHMENTS

### Academic Stipend for First Year Result

2021 | Jahangirnagar University

## SKILLS

- Decision Making
- Leadership
- Problem Solving
- Communication Skills
- Team Collaboration

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Filmora



# SHANGIDA ISLAM DIPTI

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## PROFILE SUMMARY

I am a passionate and creative professional with experience in marketing, communications and event management. I am skilled at building relationships, developing influential content and coordinating successful events. Moreover, I am driven to apply analytical and critical thinking skills to drive innovation. Seeks opportunities to empower positive change and accelerate success.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.58 up to Semester 6

### SOS Hermann Gmeiner College

Higher Secondary Certificate, 2019  
Science, GPA 5.00 out of 5.00.

### Monipur High School & College

Secondary School Certificate, 2017  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Potato Digital | Community Manager

- Directly planning and communicating the social media content with clients like **Mitsubishi Motors, Bajaj, and Alvi Jewelers**.
- Increased **11%** average monthly reach through content optimization.

September 2023 – Present

### Itamae with Love | Social Media Manager

- Managed social media content scheduling and posting for optimal timing.
- Assessed impact through engagement, reach and conversion metrics.

August 2020- Present

### The Half Stitch | Owner

- Owner of an online hijab shop with a **25%** annual revenue growth over three years, skilled in strategic planning, e-commerce management, and customer service & sustained the niche business while maintaining a **95%** customer satisfaction rate.

August 2020- Present

## VOLUNTEERING EXPERIENCES

### IBA-JU Debating Club | Vice President

- Led the communications team of **12 people** in arranging regular meetings, sessions & maintain communications among guest speakers and judging panels for the public speaking competitions, sessions and debates.
- Coordinated communication, organized and launched intra-department competition 'Speak to Lead 2.0 and 3.0' and national level debate competition 'IBA-JU DC Fundraiser 2020'.

June 2020 - Present

### BIHRM Supply Chain Institute | Event Ambassador

- Promoted events on campus & arranged weekly panel discussion with different university's students and increased participation by **18%**.

June 2021 – August 2021

### Next2Me || Growth Hacker

- Managed to grow the customer base by **87%** and improved customer engagement by **93%**.
- Implemented referral program and social sharing features driving **20%** increase in activations.

June 2020 – September 2020

### Infusion Cultural Club || Joint Secretary of Organizing

- Led the organizing team for the biggest Winter Fest '**Palabodol Ditiyo Porbo**'
- Worked as a visualizer and organized the "**Infusion Night 2022 (Gala Event)**"

June 2020 – January 2024

## ACCOMPLISHMENTS

### U-Life Campus Contest | Champion

September 2020 | Unilever Bangladesh

### Resurgence Debate Fest | Finalist

July 2021 | IBAJU Debating Club

### Speak to Lead | 1st Runner Up

May 2020 | IBAJU Debating Club

### Finance Fest 2023 | Finalist

September 2023 | Finance Fest 2023

### Mindsparks 2023 Ad-making | Finalist

September 2023 | AUSTIDC

### SACRO Debating Tournament | Quarter Finalist

September 2020 | SACRO Fundraiser

### Case Maze | Finalist

August 2021 | EEC-JU

## SKILLS

- Management Skills
- Negotiation
- Digital Marketing
- Growth Hacking
- Strategic Planning
- Leadership
- Team Collaboration
- Content Development

## TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace
- Wondershare Filmora
- Meta Business Suite
- Adobe Photoshop
- Adobe Illustrator



# TAYABA TASNIN ANIMA

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## PROFILE SUMMARY

A passionate enthusiast who is dedicated, hardworking and synergistic in attaining common goals for the team. I believe in active listening and compassionate communication to achieve success through teamwork.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.17 up to Semester 6

### National Ideal College

Higher Secondary Certificate, 2018  
Science, GPA 4.58 out of 5.00.

### National Ideal School

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Potato Digital | Community Manager

December 2023 – Present

- Moderated online engagement to manage feedback, boost brand reputation, and mitigate risks, handling 280 monthly interactions.
- Resolved 100+ customer service complaints monthly and prepared community reports, increasing 15% customer satisfaction.
- Collaborated with the marketing team to enhance brand visibility and engagement, increasing brand awareness by 18%.

### SewingZone | Social Media Manager

March 2020 – September 2021

- Achieved 90% page response rate, handling 120+ monthly inquiries.
- Managed brand engagement across various social media platforms, reaching 5,000+ followers.
- Optimized brand visibility, increasing website traffic by 12% and social media engagement by 20%.

## VOLUNTEERING EXPERIENCES

### IBA-JU Social Welfare Club | Vice President

March 2021 – Present

- Led ideation and fund management in "Project Warmth 2023, Jamalpur", successfully distributing 255 relief materials to underprivileged individuals at remote locations.
- Led Fundraising campaigns for "Project Sahay", "Project Warmth 2022", and "Bogura Winter Relief Distribution 2022."
- Managed CRM, order processing (200+ products) and end-to-end logistical operations for "Winter Relief Project 2020."
- Coordinated distribution of 12,000 units of Odomos in the "Protections against Mosquito" campaign by Dabur at university areas.

### IBA-JU Debating Club | General Secretary

September 2021 – Present

- Curated monthly content calendar and media reach for Branding and PR activities.
- Led the communication team in affiliations with institutional partners, external affairs
- Programs organized: Speak To Lead 2.0 and 3.0 (Public Speaking Competition); IBA\_JU Fundraiser IV 2020

### Build Bangladesh | Campus Innovation Coordinator

January 2024 – April 2024

- Arranged on-campus roadshow for 200+ person for the project Needle Innovation Challenge 2024.
- Enhanced campus activation by operating on-campus booths and instructing over 1200+ students for projects.

### Bangladesh Volunteers Organization | General Member

May 2018 – Present

- Aided in community welfare efforts and Raised funds of BDT 20,000 through door-to-door activation program for flood affected.

### Infusion, IBA-JU Cultural Club | Director of Organising

June 2021 - Present

- Spearheaded event management and operational activities in various club programs.
- Programs organized: Infusion Night 2022 (Gala Event) for over 150 people, Palabodol 2023

### Other Volunteering Experiences

December 2023 – Present

- Organized First Light 2024 and From the Iris 2.0 as the secretary or organising at Envisio, IBA-JU Media and Photography Club.

## ACCOMPLISHMENTS

### Needle Innovation Challenge | Top 80 Startup

August 2023 | Build Bangladesh

### Resurgence 2.0 | Champion

June 2021 | IBA-JU Debating Club

### Mindsparks (Ad making Segment) | Finalist

July 2023 | AUST Innovation & Design Club

## SKILLS

- Strategic Planning
- Interpersonal Skills
- Team Collaboration
- Leadership Skills
- Community Management
- Project Management

## TOOLS

- Microsoft Office Suite
- Meta Business Suite
- Canva
- Google Workspace



## UPOMA AZIZ

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### PROFILE SUMMARY

Business degree coupled with 5+ years of content creation experience in a national publication. Strong communication and problem-solving skills honed. Seeks to leverage skills in creative marketing.

### EDUCATION

**IBA, Jahangirnagar University**

BBA. 2020–2024,

Major: Marketing, Minor: HRM,

CGPA 3.54 up to Semester 6

**Joypurhat Girls' Cadet College**

Higher Secondary Certificate, 2019

Science, GPA 5.00 out of 5.00.

**Joypurhat Girls' Cadet College**

Secondary School Certificate, 2017

Science, GPA 5.00 out of 5.00.

### WORK EXPERIENCES

**Shout, The Daily Star | Regular Contributor**

May 2018 – July 2023

- Wrote 40+ fiction and non-fiction articles for Shout, the formative youth magazine.

**Star Literature & Books, The Daily Star| Contributor**

November 2023 – Present

- Creative writer and contributor for the Star Literature segment.

### VOLUNTEERING EXPERIENCES

**Infusion, IBA-JU Cultural Club | Director of Creatives**

September 2021 – Present

- Led creative direction for the club, collaborating with teammates to select and organize performances for cultural events. Contributed to the development of thematic concepts and visual elements.

**BIVAS (Bittyohin Bhagyodoy Sangathan) | General Member**

December 2020 – Present

- Supported BIVAS, an NGO empowering rural Bangladeshi women through livelihood initiatives. Provided administrative support through reviewing paperwork, transcribing, translating, and content creation.

### Other Volunteering Experiences

- Participated in the distribution of 16,000 mosquito repellents to Jahangirnagar University, in female dorms during peak dengue season (Dec 16, 2022) as a Social Welfare Club volunteer.

### ACCOMPLISHMENTS

**Inter Cadet College Literary and Music Meet**

English Extempore Speech Competition

2nd Position

**Inter House Wall Magazine Competition**

Best Essay

**Inter House English Extempore Speech Competiton**

2nd Position

**Top Contributor**

For creative writing at Shout, The Daily Star.

### SKILLS

- Adaptability
- Team Player
- Communication Skills
- Creativity

### TOOLS

- Microsoft Office Suite
- Canva
- Google Workspace



# ABRAR SHAHRIAR

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## PROFILE SUMMARY

Passionate marketing undergraduate with a focus on marketing and HRM. Currently serving as a Social Media Manager at FenixCommerce, a US-based SaaS company. Excels in driving engagement and leveraging digital platforms to enhance brand presence and sales performance.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2020–2024,  
Major: Marketing, Minor: HRM,  
CGPA 2.90 up to Semester 6

### Cantonment Public School & College,

Saidpur  
Higher Secondary Certificate, 2017  
Commerce, GPA 4.67 out of 5.00.

### Lion's School & College, Saidpur

Secondary School Certificate, 2015  
Commerce, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### FenixCommerce | Social Media Manager

January 2024 - Present

- Established and nurtured a vibrant relevant community at various social media platforms
- Created contents for LinkedIn, Facebook, Instagram & Twitter
- Managed active participations on international events such as NRF, Manifest, Shoptalk and RILA
- Covered Social Media Campaigns and precisely tailored posts to utilize the event

### FenixCommerce | Marketing Intern

September 2023 - December 2023

- Conducted in-depth analysis of Ideal Customer Profiles (ICP) to refine targeting strategies
- Executed comprehensive research on customer needs ensure a seamless customer experience
- Delivered post purchase support through a successful CX team

## VOLUNTEERING EXPERIENCES

### Teach for Bangladesh | Volunteer Teacher

March 2023 - December 2023

- Actively participated in volunteering tasks to teach homeless children around many places such as TSC DU, Shahid Minar and etc
- Helped during various projects to achieve organisational goals

### BIHRM Supply Chain | Campus Ambassador

January 2021 - October 2023

- Regulated programmes for the company to enlighten new students about the promising future of supply chain
- Coordinated Roadshows to launch new courses and carry out campaigns

### Jobike | Campus Ambassador

April 2020 - October 2022

- Played a key role in facilitating the launch of new marketing campaigns within our campus community
- Organized and managed impactful roadshows on behalf of the organization

## ACCOMPLISHMENTS

### Resurgence | Runners Up

October 2021 | Intra IBAJU Debate Championship

### FenixCommerce | Covered an International Event Online

December 2023 | Made Business Pitches in an International Retail Event

## SKILLS

- Strategic Planning
- Social Media Managing
- Communication Skills
- Team Collaboration

## CERTIFICATIONS

### Basics of Microsoft Word

May 2020 | Coursera

### Fundamentals of Social Media Marketing

May 2020 | Coursera

## TOOLS

- Microsoft Office Suite
- Canva
- Slack
- Sales Navigator



# MD. ABU AL AKHLAK

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## PROFILE SUMMARY

A fast learner with a passion for creative problem-solving. A keen ability to adapt to changing conditions lets me thrive in dynamic environments. I am driven to leverage my skills and knowledge to ideate innovative solutions that create meaningful results.

## EDUCATION

### IBA, Jahangirnagar University

BBA. 2019–2024,  
Major: Marketing, Minor: HRM,  
CGPA 3.16 up to Semester 6

### BAF Shaheen College, Dhaka

Higher Secondary Certificate, 2018  
Science, GPA 4.75 out of 5.00.

### Sher-E-Bangla Nagar Govt. Boys' High School

Secondary School Certificate, 2016  
Science, GPA 5.00 out of 5.00.

## WORK EXPERIENCES

### Moonshot Digital | Creative Visualizer

June 2023 – December 2023

- Conducted weekly client meetings to understand brand image, target audiences, and goals, which informed customized content plans and visual designs.
- Implemented effective content scheduling strategies for multiple clients, aligning with their specific requirements and goals to maximize impact and successfully engage the target audience.
- Designed on-brand creative visuals for Facebook and Instagram following client briefs, resulting in an average increase of 30% in engagements on promoted content across a portfolio of 6 clients, as measured by analytics data.
- Delivered projects within prescribed timelines adhering to strict schedules.
- Collaborated with cross-functional team members, including copywriters, designers, photographers, and videographers across various projects.

## VOLUNTEERING EXPERIENCES

### Envizio | Vice-President

January 2023 – November 2023

- Organized “Frame by Frame: From Script to the Screen” in collaboration with Eventizer Technologies Ltd. by managing a team of 10+ people for the successful execution of the event.
- Successfully organized the club’s flagship intra-university photography competition “From the iris 2.0”

### Communic | Chief of Creatives

November 2022 – October 2023

- Led a team of 5 to oversee social media content planning and execution for the club’s pages across multiple platforms, increasing recognition and reach.
- Collaborated with club members and sponsors to successfully organize multiple flagship events including Negotio 1.0 and Outlines Reimagined.
- Mentored club members in basic graphic designing skills for optimizing workflow for social media content creation.

### Other Volunteering Experiences

- Was a part of the organizing team for a national level debate competition “IBAJU DC Fundraiser IV 2020”, with participant list of more than 150 students from 20+ renowned universities.
- Organized the 2-day long flagship photography exhibition and competition of Jahangirnagar University Photographic Society “Mimesis 2.0” with more than 100 participants.

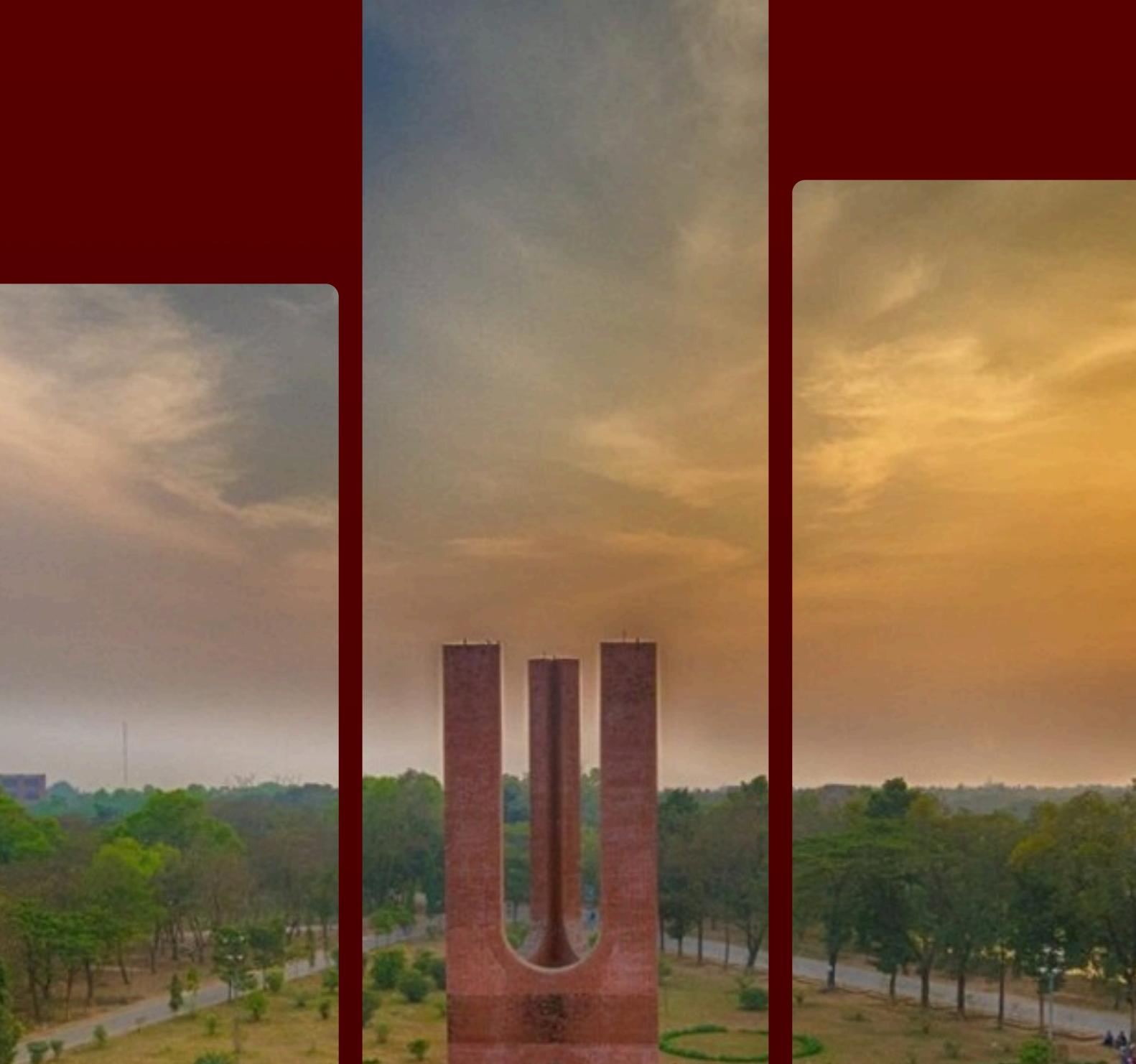
## SKILLS

- Problem-Solving
- Teamwork
- Communication
- Collaboration
- Critical Thinking
- Leadership
- Team Management
- Photography

## TOOLS

- MS Office Suite
- Google Workspace
- Adobe Creative Suite
- DaVinci Resolve

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Jahangirnagar University

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