



## Nujhatul Kubra

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A persuasive and articulate young person who has superb influencing skills and the ability to come up with inspiring ideas. I am looking for a marketing or creative position to enhance my skills and knowledge of the domain. I work to the highest standards and have an eye for detail with organizing skills. Looking forward to join a suitable position in a reputed organization that will give me the chance to develop in a long term career path within the organization.

### SKILLS

- Communication: Writing is one of the key skill. Expressing other's view for various purposes such as for marketing, promotion, literature etc. Moreover, I have the ability to deal with internal and external stakeholders at all levels via telephone and email, to ensure successful communication via actively listening and probing questions.
- Team Player: Enjoys sharing knowledge and encouraging development of others to achieve specific team goals.
- Problem solving: I can resolve in-depth queries in a methodical manner independently and with internal and external business partners to find appropriate resolutions, efficiencies and high level of quality.
- Planning and organising: Refined planning and organisational skills that balance work, team support and ad-hoc responsibilities in a timely and professional manner.
- Bilingual: Fluent in English and Native speaker of Bangla.

### WORK EXPERIENCE

#### **Senior Marketing Executive** (Oct 2016 – Dec 2017)

REVE Systems Ltd, Purbachal Express Highway, Dhaka, Bangladesh

Department: Marketing

Key Responsibilities:

- ❖ To write blogs, content, PR, for promoting company's product
- ❖ Writing Digital Marketing contents
- ❖ Writing world class SEO blogs to promote products
- ❖ Managing Facebook page of the company
- ❖ Creating contents as per different events

#### **Business Development Executive** (Dec 2015 – Oct 2016)

Venturas Ltd, Badda, Dhaka, Bangladesh

Department: Business Development (Edu-Tech) and Training

Key Responsibilities:

- ❖ To write, edit and proofread contents of educational software
- ❖ Writing blog posts based on different concepts
- ❖ Marketing company's English coaching services
- ❖ Conducting software based English Tutorials
- ❖ Creating lesson plan, syllabus and other teaching material
- ❖ Developing business strategies
- ❖ Develop projects on STEM based e-learning

#### **Content Writer and Editor** (June 1, 2015 - October 31, 2015)

Up Arrow Consulting, Dhanmondi 19

Department: Content Development

Duties/Responsibilities:

- ❖ To write, Edit and Proofread SEO content and blog posts.

**Trainee Writer and Editor** (September 24, 2014 - January 31, 2015)

Anjali Rego Ltd

Company Location: Hounslow Middlesex, London

Department: Copywriting

Key Responsibilities:

- ❖ Developing web contents based on news reports.
- ❖ Proofreading
- ❖ News updates and periodic newsletters

**Trainee Online Reporter** – Internship Program (Mar 2013 – June 2013)

The Daily Star, Dhaka

Key Responsibilities:

- ❖ Developing web contents based on news reports.
- ❖ Proofreading
- ❖ News updates and periodic newsletters

**Customer Manager** (Feb 2012 - Feb 2013)

Grameenphone Ltd., Dhaka

Key Responsibilities:

- ❖ Attending customer queries over telephone.
- ❖ Liaising with supervisors, team leaders, operatives and third parties to gather information and resolve issues.
- ❖ Setting and meeting performance targets for speed, efficiency, sales and quality; managing the daily calls of the call centre.

## EDUCATION

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**MBA (2018 - Current)**

Major: Marketing

Current Result: CGPA 3.04 (Out of 4.00)

North South University, Dhaka

**BA (Honours) in English (2015)**

Major: Media and Culture

Result: CGPA 2.84 (Out of 4.00)

BRAC University, Dhaka

**HSC (2010)**

Group: Science, GPA - 4.20 (out of 5.00)

University Women's Federation College, Dhaka

**SSC (2008)**

Group: Science, GPA - 4.69 (out of 5.00)

Wazuddin High School, Dhaka

## ACTIVITIES

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- Represented Bangladesh in an international youth forum arranged by The Ministry of Education and Science of the Russian Federation in Russia from July 21-28, 2013 which emphasized on International Education, Branding and Social Networking and Politics.
- Participated in an international conference named IYEM 2013 convened by (Edward Moore Kennedy) EMK Centre and Bangladesh Youth Environmental Initiative (BYEI).
- Participated as a successful trainee on leadership program funded by Canadian High Commission, which was based on enhancing leadership of media professionals and arranged by Bangladesh Youth Leadership Centre (BYLC).
- Represented Bangladesh in a youth exchange program in Japan named “Kizuna (Bond) Project” which was funded by Japanese government from 3rd November 2012 to 18th November 2012 and the aim of the tour was to observe post disaster management and reformation after the great earthquake over there

## PUBLICATIONS

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- Wrote “Creating the future we want” about a dreaming future of our country which was published in the “Daily Sun” on 9th December 2012
- Wrote “Drug Addiction” an article about the harmful effects of drug addiction in a young age which was published in the “Daily Sun” on 13th September 2012
- Wrote “Is moral behaviour necessary for happiness?” an article about ethical issues of the society, which was published in the “Daily Sun” on 16th August, 2012
- Wrote “Eve-teasing: How long more?” an article about molestation of women by men, which was published in the “Daily Sun” on 9th August, 2012
- Wrote “Get rid of male chauvinism!” an article about the discrimination of women in our society, published in the “Daily Sun” on 16th July, 2012

## HOBBIES AND INTERESTS

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Travelling: I love the sea, no matter wherever it is, how its colour is, I just love the sea.

Watching Films: I have a huge collection of movies, I like films with a richer content, also light comedy as well, but I don't enjoy action movies.

Cooking: I love cooking, from Mughal to Continental, I seldom try new recipes.

*References available upon request*