

SYEDA NAFISA MALIATH
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Education

North South University (Dhaka, Bangladesh)

January 2019 - Present

Masters in Business Administration

North South University (Dhaka, Bangladesh)

April 2013 – December 2017

Bachelor of Business Administration, Major: Finance; **CGPA:** 3.38 / 4.0

Selected Courses: Business Communication, Corporate Finance, International Business, Investment Theory, Strategic Management.

Dhaka City College (Dhaka, Bangladesh)

June 2010 – April 2012

Higher Secondary Certificate, in Business Background; **GPA:** 5.0/5.0

Kakoli High School (Dhaka, Bangladesh)

January 1998- April 2010

Secondary School Certificate; in Business Background; **GPA:** 5.0/5.0

Professional Experience

Eastern Bank Limited

February 2018 - Present

Junior Officer; M-commerce; Digital Banking

(January 2019 - Present)

- Responsible to review and prepare comparative analysis of peer banks involvement in Social Media Platform
- Maintaining Social Media complaints and customer feedback and ensuring service excellence accordingly
- Managing Query with 100% response rate
- Project Member of EBL Augmented Reality| First Augmented Reality based service in Banking industry of Bangladesh

Assistant Officer; Retail & SME Banking

(February 2018 - January 2019)

- Fostered solid relationships with customers and consistently developed a positive working rapport.
- Fuelled new business development by effectively cross-selling all bank products.
- Maintained a consistent portfolio of existing retail and commercial loan partnerships; also monitoring new and existing commercial clientele.

InsideMaps Inc (Dhaka, Bangladesh)

April 2017- January 2018

Business Analyst

- Handled existing customers and developed new customers. Reference: (Roofstock, Virtuanee, TurnKey VR, OpenDoor, GREE)
- Reviewed customer's feedback and suggested ways to improve the process and customer satisfaction.
- Implemented several strategies and optimized Zoho Desk for the best InsideMaps customer support experience.
- Worked with CTO and relevant engineers on the development of InsideMaps rotor HERO
- Participated in product development according to customer requests, in coordination with the development team
- Responded lead inquiries
- Researched and interpreted data, analyzed data using Microsoft Excel, updated database interpreting trend and made monthly invoices.

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

NSU Finance Club (Dhaka, Bangladesh)

January 2015 – June 2016

Founder Senior Member

NSU Finance Club is a co-curricular club under the Department of Accounting and Finance for the undergraduate students of North South University, School of Business and Economics (NSU SBE).

Helped to organize the first national financial modeling competition of Bangladesh which led to a huge brand name of the organization.

TRAINING & WORKSHOPS

Bangladesh Youth Leadership Center (Dhaka, Bangladesh)

March 2016

Art & Practice of Leadership (APL)

APL is a three-day intensive leadership training workshop taught via a curriculum conceptualized at Harvard University.

One of the fifty participants selected through a rigorous application process with an acceptance rate of only 15%

Workshop focused on developing essential aspects of leadership such as critical thinking, analytical, problem solving and communication skills

Additional Skills

Skills: Proficient in Excel, PowerPoint, Word. Languages spoken are English and Bengali

Interests: Photography

Reference

Mirza M. Ferdous

Lecturer, Department of Accounting & Finance; North South University.

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