

ANINDITA ISHRAT

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CAREER OBJECTIVE

To be associated with a progressive organization that gives me a growth oriented platform to dynamically utilize my hard working abilities and learning skills that would empower me to assimilate and exhibit them throughout my career.

PERSONAL SUMMARY

- ☐ Solution-focused, poised, keen eye for details and composed for challenging work.
- ☐ Able to approach situations rationally.
- ☐ Eager to manage team-based tasks and to coordinate them with an attention to detail.
- ☐ Inquisitive, adaptable and thorough team player with a mindset to continuously learn and develop.
- ☐ In search of opportunities to learn from local and international business contexts.
- ☐ Purposeful, proactive, and aspiring individual with a knack for creative challenges
- ☐ Strong work-ethics oriented.
- ☐ Strong quantitative, cognitive and analytical skills.

EXPERIENCE

16TH JUNE, 2019 – CURRENT

MANAGEMENT TRAINEE, MARKET ACCESS GROUP

SUBSIDIARY: MARKET ACCESS PROVIDERS LIMITED (MAPL)

DEPARTMENT: PLANNING & BUSINESS DEVELOPMENT

Key Responsibilities:

- Understand the client's brief and work accordingly to provide sustainable solutions (client service)
- Generate implementable and result-oriented ideas and planning schemes
- Provide unique marketing solutions and strategies to individual marketing scenarios
- Design and plan creative brand promotional and activation campaigns, and campaign strategies- that are best suitable to client's needs, generating quantifiable positive outcomes for clients
- Have experience working with diverse client base - Unilever, Berger, bKash, Robi

1ST FEBRUARY, 2019 – 30TH APRIL, 2019

INTERN, ACILIMITED

DEPARTMENT: CONSUMER BRANDS (SALES)

Key Responsibilities:

- Tracking and communicating with B2B customers (client servicing)
- Content Planning
- Reviewing product performance as per campaign phase (pre, post, on-going)/Data analysis
- Stock Auditing
- Weekly report generations

EDUCATION

GRADUATION YEAR: 2019; SESSION: 2015-2016

UNDERGRADUATION DEGREE: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

INSTITUTE OF BUSINESS ADMINISTRATION (IBA), DHAKA UNIVERSITY

Major: Marketing;

Minor: Human Resource Management

YEAR: JANUARY 2012- JANUARY 2014

SECONDARY DEGREE: **ADVANCED (A) LEVEL**

INSTITUTION: MAPLE LEAF INTERNATIONAL SCHOOL

GPA: 4.75

YEAR: JANUARY 2010- JANUARY 2012

HIGHER SECONDARY DEGREE: **ORDINARY (0) LEVEL**

INSTITUTION: MAPLE LEAF INTERNATIONAL SCHOOL

GPA: 5.0

AWARDS FOR ACADEMIC EXCELLENCE

- The Daily Star Award for Academic Excellence (2013),
- Edexcel High Achievers' Award
- British Council Young Learners' Award

EXTRA-CURRICULAR ACTIVITIES

- Former member of Maple Leaf Community Service Club, Maple Leaf Reading Club, Maple Leaf Green Club and Maple Leaf Student Council
- Surveyor for e-commerce development project
- Contributor at BBF for WIL (Women in Leadership) Publication- May 2016 Issue
- Participated in the Bangladesh SDG summit 2016, Social Business Youth Summit 2016, Enliven Youth seminar 2016, BPO Summit 2016
- Volunteer and Protocol officer at BPO Summit 2016
- Former member of YouthWalk Bangladesh's 2016 Active Citizen Project 'Illuminators'
- Volunteer member at YWBD, DURNIBAR Foundation, Volunteer for Bangladesh, Jaago, One Degree Initiative
- Former data enumerator at LightCastle
- Former intern (Public Relations Officer) at DURNIBAR Foundation
- Former volunteer committee member at CriticalLink

PERSONAL INFORMATION

Nationality: Bangladeshi

Date-of-Birth: 18-09-1995

Marital Status: Single

Sex: Female

Hobbies: Listening to music, watching movies, reading novels

Skills: Adaptability, time-management, team-player, fast-learning, management, communication

Technical Skills: Proficient in MS Office Suite

Languages Known: English, Hindi, and Bengali