

AKIFA ALAM

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Personal Profile:

An enthusiastic, confident and active student of BBA & MBA with excellent interpersonal and organizational skills. Keen to progress a career in creative marketing sector. Self-assured with the ability to work as a team member or under own initiative. Able to work meticulously, methodically and in strict deadlines, maintaining high standards of work.

Work Experience:

- Working as part time **SEO Freelancer** from July 2017 to Present (twenty five months).
- Worked as an **intern** of Human Resources Management department at **SGS Bangladesh Ltd** from April 2017 to June 2017 (three months).

Research:

- Carried out a survey on the effectiveness of marketing communication through social media for both consumers and marketers.
- Conducted a report on “Evaluation of the Recruitment Process of SGS Bangladesh Ltd”.
- Conducted a report on “Effectiveness of marketing communication through social media”.
- Rural market visit of Rangpur area and data collection on the operation of JITA Bangladesh.

Education and Academic Qualifications:

- Masters of Business Administration (2017- Appeared)-**CGPA-3.13**, Major- Marketing, Minor- Human Resources Management (Institute of Business Administration, Jahangirnagar University)
- Bachelor of Business Administration (2016)-**CGPA-2.78**, Major- Marketing, Minor- Human Resources Management (Institute of Business Administration, Jahangirnagar University)
- Higher Secondary Certificate(2012)- **GPA- 5.00** (Holy Cross College, Group- Science)
- Secondary School Certificate (2010)- **GPA-5.00** (YWCA Higher Secondary Girl’s School, Group- Science)

Core Skills

Language Skills:

- Commendable speaking and writing skill in Bengali and efficient in English both in verbal and oral form

Communication Skills:

- Professional verbal and written communication skills
- Ability to type 20 wpm
- Presentation

IT Skills:

- Skilled in office applications- **MS Word, MS Excel & MS PowerPoint.**
- Possess comprehensive knowledge on **Search Engine Optimization (SEO), Google Search Console, Google Analytics, Keyword Research and Google Ad words.**

Other Experience:

- Project Coordinator of IBA-JU Business Club
- Attended seminars of GSK, Robi4U and other seminars arranged by Robi and Banglalink
- Attended Training on ‘**Code of Integrity**’ at SGS Bangladesh Ltd
- Attended training on ‘**Global HR**’ at SGS Bangladesh Ltd

Strength: Diligent, spontaneous, eager to do team work, amiable, resilient, tenacious, initiative, patient, high energy level, honest, reliable and allergic to boredom.

Father’s name: Md Alamgir Alam
Occupation: Businessman

Mother’s name: Atiya Jahan Chowdhury
Occupation: Housewife

References:

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