



RAISA BINTEE ALAM

Address:

67/B/1, A4, Green Lodge, Green Road, Dhaka-1205

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Summary

I am a fresh graduate with honours in Marketing from Bangladesh Unuversity of Professionals(BUP). My goal is to be a successfull corporate personnel.

Family Background

Father's Name – Lieutenant Colonel Md Nurul Alam (Retd)

Mother's Name – Shaila Sharmin Aziz

Permanent Address: 67/B/1, Green Road, Dhaka 1205.

Education

<u>Institution</u>	<u>Examination</u>	<u>Results</u>	<u>Passing Year</u>
Bangladesh University of Professionals (BUP)	BBA in Marketing	CGPA 3.59	2021
Bir Shreshtha Noor Mohammad Public College	HSC	GPA 5	2017
Bir Shreshtha Noor Mohammad Public College	SSC	GPA 5	2015

Work Experiences

Designation: Social Media Marketing Manager (October 18, 2019-March 18, 2020)

Company Name: Amalfi Bangladesh

- Handling online customers
- Content creating
- Content writing
- PR management

Designation: Digital Content Creator

Company Name: Unilever Bangladesh

- I worked as a digital content creator for their POND'S and Vaseline promotion

Designation: Digital Content Creator

Company Name: DARAZ Bangladesh

- Worked for their different campaign promotions

Designation: Social Media Marketing Manager (June 1, 2021- August 30, 2021)

Company Name: Illusion Wedding

- Handling their social media
- Checking the engagement rates

Designation: Intern (March 3, 2022 – April 17, 2022)

Company Name: One Bank Ltd

Department: Customized Service Delivery

Designation: Intern (May 8, 2022 – Present)

Company Name: Jarvis Digital Ltd.

Department: Strategic Planning

Academic Club Experience

Position – General Member

Club Name: BUP Cultural Forum

Volunteer & Leadership Experience

Post – College Central Vice Sport Prefect (August 2016- April 2017)

Bir Shreshtha Noor Mohammad Public College

Post – Volunteer

Organization: Jagoo Foundation

Skill Highlights

- | | |
|--|--|
| • Team Work, Presentation, Networking | • Work in Pressure and Time Constraint |
| • Adobe Suite - After Effects, Photoshop, Lightroom, Premier Pro | • MS Office Suite & Google Suite |
| • Problem Solving & Planning | • Video Editing |
| • Product promotion | |

Languages

- **Bengali**- Native / Bilingual Proficiency
- **English**- Full Professional Proficiency
- **Korean**- Professional Working Proficiency
- **French**- Elementary Proficiency
- **Arabic**- Reading only

References:

- Dr Shah e Alam, Vice Chancellor, City University, Panthopod, Dhaka- 1205, Mobile: +8801713311332
- Brigadier General Md Moazzem Hossain (Retd), Executive Director, Younus Group, 61 Central Road, Dhanmandi, Dhaka- 1205. Mobile: +8801712060982

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