

RAFIA SULTANA RIPTA

Halishahar, Chittagong | +01316758895
hello@reallygreatsite.com | www.reallygreatsite.com

PROFESSIONAL SUMMARY

Creative and results-driven professional with extensive experience in graphics design and digital marketing. Proficient in Adobe Photoshop, poster and logo design, social media content creation, and branding strategies. Experienced in planning and executing engagement-focused campaigns, optimizing content for reach and visibility, and analyzing performance metrics to improve outcomes. Strong eye for detail, innovative mindset, and passion for delivering visually compelling and effective marketing solutions. Adept at balancing creativity with data-driven decision-making to achieve measurable results.

EDUCATION

International Islamic University Chittagong

2025

B.Sc. in Computer Science & Engineering (CSE)

Related Coursework: Database Systems, Computer Science, Operations Management, Management, Business Software Development

SKILLS

Digital Marketing:

Social Media Marketing (Basic), Content Planning, Hashtag Research, Page Management

Graphic Design:

Canva, Basic Photoshop, Social Media Post Design, Banner & Flyer Design

Technical:

Basic C/C++, MS Office, Internet & Research Skills

ACADEMIC / SELF-LEARNING EXPERIENCE

- Learned and practiced digital marketing fundamentals including social media content strategy and audience engagement.
- Created sample graphic designs for social media posts, banners, and promotional content.
- Practiced maintaining visual consistency and basic branding concepts.
- Continuously improving skills through online resources, practice projects, and experimentation.

VOLUNTEER EXPERIENCE

Volunteer

Youth Worldwide Foundation

Fight Against Winter Campaign

12 December 2024

- Participated in winter relief activities to support underprivileged communities.
- Assisted in organizing and distributing winter essentials.
- Worked collaboratively with team members to ensure smooth execution of the campaign.
- Developed teamwork, communication, and community engagement skills.