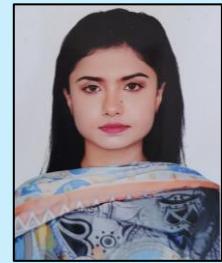# SANZIDA AKTER

A detail-focused and experienced professional who has a good foundation in Computer Science and has worked in digital marketing, virtual assistance, project coordination, and tech-driven solutions. Known for delivering high-quality work across remote and cross-cultural environments, blending creativity with technical expertise to streamline processes, enhance customer engagement, and drive growth through data-driven decisions and strategic implementation.

📞 +880 1758699646   ✉ aktersanzida65@gmail.com   📍 Dhaka, Bangladesh   in sanzida

AREAS OF EXPERTISE

- Virtual Assistance & Remote Operations
- Digital Marketing, Meta Suite & SEO,
- Google Analytics, Google Business Profile
- Google & Facebook Ads Management
- WordPress Website Design & Development
- Graphic Design & Video Editing (Canva , Capcut & Adobe Tools)
- Content Writing & Copywriting
- Lead Generation & Email Marketing
- Project Coordination & Client Communication
- Data Analysis & Excel Reporting

- Social Media Management
- Government Contract Proposal Writing
- Customer Relationship Management
- Financial Statement & Scheduling
- Technical Documentation & Resume Writing
- PowerPoint Presentation & Training
- Programming (C, Java, Python) & Web Development
- AI tools(ChatGPT, Grok, Claude AI, consensus, AI audio generator, AI Video Tools, Google AI Studio etc)

EXPERIENCE

Project Associate – Farhana's Brainstation   *Feb 2025 – Present*

- Collaborated on strategy execution and planning in the SBS Batch 12 project.
- Assisted with virtual event management and volunteer coordination.

Virtual Assistant – ATZ Solution LLC   *Aug 2024 – Oct 2025*

- Designed and developed WordPress websites with SEO optimization.
- Managed social media platforms and ran Facebook and Google Ads campaigns.
- Handled client communication, lead generation, and customer care.
- Prepared government contracting proposals and maintained financial records.

Virtual Assistant – Paytique Financial, Canada   *Feb 2024 – May 2024*

- Conducted targeted lead generation using CRM tools.
- Created detailed Excel reports and engaging PowerPoint presentations.

Digital & Telemarketing Manager – Net Bangla Limited (Remote)   *Jan 2024 – May 2024*

- Led campaigns for lead generation and client acquisition.
- Executed targeted email marketing initiatives.

Administrative Clerk – Avrior Consulting, Australia (Remote)   *July 2023 – Dec 2023*

- Created customized resumes and cover letters for student profiles.
- Managed client onboarding including USI creation and requirements verification.
- Prepared invoices and maintained student documentation accurately.

Chief Technical Officer – Youthbees, Bangladesh (Remote)   *April 2022 – July 2023*

- Conducted training on PowerPoint and digital literacy.
- Managed and secured organization-wide Google accounts.
- Guided teams on technical tools for project delivery.

Marketing Officer – FXTABs.UK, India (Remote)   *Sept 2021 – Jan 2022*

- Led a marketing team and trained clients on digital tools.

- Managed online promotional strategies and campaign execution.
- Oversaw market analysis to enhance brand presence.
- Facilitated team communication and performance tracking.

Junior Teacher – Scholastica, Dhaka   *April 2016 – June 2017*

- Taught English and supported co-curricular activities.
- Maintained strong classroom engagement and discipline.

Sales Consultant – Daraz.com.bd, Dhaka (Remote)   *Oct 2015 – June 2016*

- Handled online sales operations and customer queries.
- Promoted products through digital marketing strategies.
- Increased sales through consistent follow-ups and upselling.

ACADEMIC QUALIFICATIONS

2021   **Bachelor of Science in Computer Science and Engineering**

University of Liberal Arts Bangladesh (ULAB) | CGPA: 2.75/4.00

Final Project: Patient Appointment System

Minor Concentration: Bachelor of Business Administration

Relevant Courses: C Programming, Object-Oriented Programming, Data Structures, Algorithms, Computer Architecture, Java Programming, Python, Discrete Mathematics, Computer Security, Networking, Web Designing & Development, Android Development

2013   **Higher Secondary Certificate (HSC) in Science**

Agriculture University College | **GPA:** 5.00/5.00

2011   **Secondary School Certificate (SSC) in Science**

Agriculture University High School | GPA: 5.00/5.00

CONTRACTUAL WORKS

- Worked on Projects of Janitorial, Health Insurance and Solar appointment setter (US Based)
- Digital Marketing Manager and ads campaign expert:
  1. Sky Born Event & Wedding Management(BD)   Sep 2025 - Nov 2025
  2. The Zone(BD)   Aug 2024 - Oct 2025
  3. Automan Fitness(BD)   Aug 2024 - Oct 2025
  4. Automan Steel(BD)   Apr 2025 - Oct 2025
  5. Masala Magic (BD)   Apr 2025 - Jun 2025
  6. Destiny Foods(Kenya)   Jul 2025 – Sep 2025
  7. Mirha Tea(BD)   Jun 2025 – Aug 2025
  8. GovCon Digest(USA)   Dec 2024 – Oct 2025
  9. Alpha Group BPO(USA)   Jun 2024 – Oct 2025
  10. Smart Bid Services(USA)   Aug 2024 – Oct 2025
  11. GlobalUni Consultancy(USA)   Aug 2025 – Nov 2025
  12. Omair's Fashion House(BD)   Jun 2019 - Present

TRAINING, CERTIFICATIONS & COURSES

- **Graphics Design (3 Months) -** Creative IT Institute, Dhaka
- **Digital Marketing Courses -** Google Digital Garage, SR Dream IT, Leading Light IT, Dhaka
- **Organic Marketing -** United Latino Students Association (Coursera)
- **SEO with Squarespace -** United Latino Students Association (Coursera)
- **Canva to Design Digital Course Collateral -** United Latino Students Association (Coursera)
- **Google Ads Certification -** Coursera (Authorized by Google)
- **Teaching Training (1 Week) -** Scholastica, Dhanmondi, Dhaka

WEBINARS & WORKSHOPS

- **Practical Application of Data Science,** *Organized by IEEE – June 1, 2020*
- **Sneak Peek into the Communication Industry with a View to Building an Exciting Career**
  Hosted by Zanala Bangladesh – 2016, ULAB
- **Basic Training on Ubuntu 15.10,** *Conducted at ULAB – November 28, 2015*
- **Introduction to Graphics Design,** *Organized by PeopleNTech – September 6, 2015*

PROJECTS

- **Patient Appointment System** – C#, MVC, SQL Server
  Designed a hospital appointment system with secure DB integration and MVC architecture.
- **Online Courier Management System** – C#, MVC, SQL Server
  Developed a functional courier service platform with tracking and dispatch modules.
- **Stock Market Simulation** – C#, MVC
  Created a trading simulation tool with real-time stock behavior features.
- **Online Game** – Java
  Built a basic interactive game using Java and object-oriented design.
- **Departmental Store System** – C Programming
  Developed a console-based inventory and billing system.

ACHIEVEMENTS & AWARDS

- **Champion** – Carrom Inter-College Competition
- **3rd Place in Recitation** – Bangladesh National Children and Youth Competition (2004)
- **1st Place in Patriotic Song** – Dhaka Division (2004)

EXTRA-CURRICULAR ACTIVITIES & VOLUNTEERING

- **Campus Ambassador** – Professional Paragon, ULAB
- **Volunteer** – United Nations, World Health Organization (WHO), University of the People (California, USA)
- **Volunteer Activities at ULAB**:
  - Mozilla Awareness Program
  - Programming Adda
  - ULAB 12th Anniversary Celebration
- **Participant** – National Faber-Castell Art Competition
- **Certificates** – Multiple co-curricular activities across Dhaka and Mymensingh regions
- **Enthusiast** – Badminton, Volleyball, Car Driving & Bike Riding

ADDITIONAL INFORMATION

- **Date of Birth:** 22 July 1996
- **Language:** Bengali – Native Proficiency | English – Professional Proficiency | Hindi – Conversational

REFERENCES

- **Prof. Dr Muhammad Golam Kibria**
  Assistant Professor & Former acting Proctor at ULAB
  ULAB permanent campus, Ramchandrapur, Mohammadpur, Dhaka

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- **Md Nabi Nurun**
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