



SHATHY AKTER

Individual who are passionate for driving business growth through strategic marketing and eager to apply knowledge and creativity in a professional setting. Seeking a competitive environment to excel fresh ideas and learn from experienced professionals in achieving success. Committed to delivering results and exceeding expectations in a dynamic marketing environment.

Academic Qualification

- Jahangirnagar University**
2022- 2023
Masters of Business Administration
Department of Marketing
Result: Appeared
- Jahangirnagar University**
2017-2022
Bachelors of Business Administration
Department of Marketing
CGPA 3.17 out of 4.00
- Dhaka commerce College**
2013- 2015
Higher Secondary Certificate
Business Studies
GPA 5.00
- BCIC School & College**
2011- 2013
Secondary School Certificate
Business Studies
GPA 4.88

Relevant Experience

- Marketing Strategist**
August, 2023- Ongoing
ITCO
Developed and executed a comprehensive marketing strategies and plans depending on targeted audience, Analyzed market trends, customer behavior and competition, increased brand awareness and growth in customer acquisition within the first quarter.
Achievement: Achieved 20% growth in website traffic.
- Report writer**
January 2021 – December 2022
Optimal Research Institution
Drafted and provided clear, concise, well-structured report conveying effective & accurate information through extensive research by deadline, worked through Collaborated approach with team members and clients to gather input and meeting the report standard and requirement, analyzed data and statistics to provide insights and conclusions in the report.
Achievement: Received positive feedback from supervisor, clients.
- Research Assistant**
September 2020 – November 2021
BK School of Research
Collected data through developing questionnaire, survey, observation, interview and other methods as directed, ensured accuracy and consistency through entering collected data into Spreadsheet and created graph, chart and visual representation of research finding, provided support to the research team in scheduling meeting and managing research material.
Achievement: Lead team of 10 member.

References

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📍 Mirpur-1, Dhaka- 1216, Bangladesh

SKILLS

WORKPLACE

Teamwork
Multitasking
Communication
Analytical Thinking
Time management

TECHNICAL

Microsoft Office Suite
Google Workspace
CRM Software

CERTIFICATION

1. Digital Marketing, Banglalink career Session, 2019.
2. Computer Application Certificate, NYDIT

EXTRACURRICULAR ACTIVITIES

1. Campus Ambassador at- Don sumdany facilitation and consultancy, 2021- 2022
2. Campus Ambassador at -Psycore Organization, 2020- 2021.
3. Volunteer at- Banglalink career session, Digital marketing, 2019
4. Volunteer at- Life and learning Bangladesh