



Tabara Rahman

My goal is to leverage my expertise in research, data analysis, and strategic planning to drive innovation and growth through impactful projects. I aim to excel in social media and digital marketing by creating data-driven campaigns that enhance audience engagement and contribute to brand growth. By staying ahead of digital trends and collaborating with diverse teams, I seek to deliver measurable results and innovative marketing solutions.

Contact

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56, New Eskaton Road,
Banglamotor, Dhaka - 1000

Education

2022
Master of Social Science
Jagannath University

2019
Bachelor of Social Science
Jagannath University

Expertise

- Social Media Marketing
- Community Management
- Analytics & Reporting
- Cross-Functional Collaboration
- Advertising & Campaign Management
- Content Creation & Management

Language

English
Bengali

Certification

- Social Media Management
Coursera (Online)
- Fundamentals of Digital Marketing
Google Digital Garage (Online)

Experience

2021 - 2024 BRIGHT SKILLS LIMITED Executive

- Build and execute social media strategies through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Research and analyze market trends, target audiences, and competitors to discover potential clients, partners, or markets for growth.
- Monitoring all social media platforms for trending news, ideas, & feedback and preparing detailed promotional presentations.
- Leading the business in innovation and development through a competent R&D function.
- Helping with the planning and hosting of marketing events and researching and creating editorial calendars and syndication schedules

2020 - 2021 JAGANNATH UNIVERSITY Research Assistant

- Conduct comparative research on the economic and social policies of national, regional, and international areas.
- Writing, editing, and proofreading support the issues of rural development projects.
- Conduct Key Informant Interviews (KII).
- In charge of the baseline survey on the "Higher Education Quality Index" in rural areas.
- Provide administrative support on an as-needed basis.

2015 - 2020 BISHWO SHAHITTO KENDRO (BSK) Organizer

- Promote reading habits, enlightenment, and progressive ideas among school-going and college-going students
- Coordinating and monitoring the Book Reading Program.
- Prepares reports by collecting, analyzing, and summarizing information from the activity in the Book Reading Program.
- Gather market and customer information and provide feedback.

Reference

Ron Mahenur
Operation Manager
BrightSkills

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