

MAISHA ABEDIN

CONTACT

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EDUCATION

Bachelors of Business Administration

January 2019 - Decemeber 2022

Army Institute of Business Administration

(Affiliated to Bangladesh University of Professionals (BUP))

- Major: Finance
- Minor: Management Information System (MIS)
- CGPA: 3.99 out of 4.00

Association of Chartered Certified Accountants (ACCA)

- FA1, MA1, FA2, MA2 & FFA (completed)

International Advanced Level Examinations (IAL)

June 2017

Anandaniketan School

- Physics, Chemistry and Mathematics

International General Certificate of Secondary Education (IGCSE)

June 2015

Anandaniketan School

- Recipient of the Daily Star Award

EXPERIENCE

PRODUCT AND PRICING INTERN | MARKET OPERATIONS

Robi Axiata Limited | January 2023 - March 2023

- Created data-collections template on Excel for reinsurance metrics that were approved for ongoing use.
- Utilized Tableau and multiple rich dashboards of Tableau to analyse and evaluate datas
- Analyzing and preparing meaningful insights using platform such as Tableau, SAP and constantly monitoring business critical KPI(s) such as Revenue, Package Hits, Cost Ratio etc
- Conducting UATs (User Acceptance Testing)

DIGITAL MARKETING INTERN

Nandini Organic Farm | January 2021 - March 2021

- Managed social media platforms by creating original content
- Pitched content ideas and conducted comprehensive primary and secondary research for authentic and informative content writing
- Prepare sample templates for the website on PPT
- Take initiative in developing online marketing plans to reach target customer segment

CONTENT WRITER

PolyUno | June 2021 - December 2022

- Research appropriate markets and industries for writing articles about topics related to Digital Marketing and SMEs
- Grew organic web traffic and lowered bounce rate by writing SEO optimised articles

ACHIEVEMENTS

- The Daily Star Award
- Awarded scholarships in all Eight semesters for achieving the highest CGPA in class each semester
- Champion of Army Institute of Business Administration Annual Debate Competition 2019
- Champion of Army Institute of Business Administration Business Quiz Competition 2019
- The Duke of Edinburgh Award (Bronze and Silver)
- Best Delegate Award of International Press in Leading University Model United Nations (LUMUN)

MAISHA ABEDIN

SKILLS

- **Languages:** Native fluency in Bengali, fluency in English and conversational in Hindi.
 - **Software:** Working proficiency in Microsoft Office (Word, Excel, PowerPoint), Tableau and Adobe Lightroom.
 - **Expertise:** Presentation, Time management, Leadership, Creativity and SEO Specialist.
 - **Interests:** Food Photography, Content Writing, Content Creating, Digital Marketing and Tutoring.
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EXTRA CURRICULAR ACTIVITIES

- Participant of various inter & intra university Debate Competitions
 - President of AIBA Business Club
 - Vice President of AIBA Debate Club
 - Teaching Experience as an O level Chemistry and Maths Tutor
 - Various Volunteering work such as Teaching at Orphanages
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REFERENCE

Md. Mahfuzur Rahman

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