

TARANNUM TASNEEM

Creative marketer. Innovator. Transforming ideas into impact.



CONTACT INFORMATION

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- Mohammadpur, Dhaka

EDUCATION

- **Bangladesh University of Professionals (2024)** BBA in Marketing
Faculty of Business Studies, **CGPA 3.96**
- **Holy Cross College (2019)**
H.S.C, Area: Science
GPA 5.00
- **Holy Cross Girls' High School (2017)**
S.S.C, Area: Science GPA 5.00

ACADEMIC/NON-ACADEMIC CLUB EXPERIENCE

- **Senior Executive Member – 2018-2019**, Holy Cross College English Language Club
- **General Member – 2018-2019**, Holy Cross College Science Club
- **Executive Member – 2020-2023**, BUP Career Club; BUP Cultural Forum

SOFTWARE SKILLS

- Microsoft Office Tools
- WordPress
- Google Workspace
- Trello
- Meta Business Suit
- Website Backend
- Shopify

SOFT SKILLS

- Leadership experience
- Teamwork
- Problem-solving
- Attention to details
- Result Oriented
- Time management

LANGUAGE SKILLS

English CEFR Level: **C1**
(IELTS Band: 8)

WORK EXPERIENCE

CARE Bangladesh

Program Associate, July 2025 – Present
Intern, Jan 2025 – June 2025



Women & Youth Program (WYP)

- Co-organized a 10-day **Design & Learning Workshop** for the Women Lead in Emergencies (WLiE) project in association with **CARE France, CARE UK, and IDS**.
- Prepared **8+** concept notes, proposals, and capacity statements to secure funding and stakeholder alignment.
- Assisted in conducting Rapid Gender Analysis-Power & Participation (RGA-P) via primary data from **150+ community members** to identify participation barriers.
- Analyzed impact data and drafted monthly progress reports with actionable scaling recommendations.
- Supported creation of modular toolkits for **500+ beneficiaries**.
- Monitored post-workshop outcomes via surveys, achieving **85%** participant satisfaction.

Nagad, Dhaka

Brand & Digital Intern Jan 2024 - June 2024



- Conducted website and app analysis for Nagad, identifying **7+ key areas** for optimization as well as LinkedIn research.
- Performed competitor analysis and weekly sentiment analysis leading to a **15% improvement** in social media engagement.
- Generated ideas for brand placement and maintained the content calendar for **6 months**.
- Managed data entry and created **70+ pieces of social media** content, and executed Instagram content planning that resulted in a **12% follower growth**.
- Provided event coverage, executed app push notifications for **6 months**, and launched **2 mega campaigns**.

The Web Capitals, London

Content Writer Intern Oct 2022- Mar 2023



Portfolio: <https://tarannumtasneem.journoportfolio.com>

- Researched 20+ industry topics and created **15 original contents** pieces.
- Developed content for various platforms and assisted in marketing campaigns contributing to **an 8% increase** in audience engagement.
- Edited and enhanced **27+ existing content**.
- Utilized SEO strategies to increase website traffic.
- Identified customer needs and recommended **3 new content types** to fill gaps.

ACCOMPLISHMENTS

- **Semifinalist** | Ad Maker Bangladesh '23 | TAAGA | TAAGA MAN
- **Semifinalist** | Marketiniac 3.0 360 Marketing Business Case Competition Pran
- **Mentee** | Platform SHE 4.0 | Grameenphone
- Awarded the prestigious **scholarship** each year based on maintaining the **top 1% grades** within the business faculty.