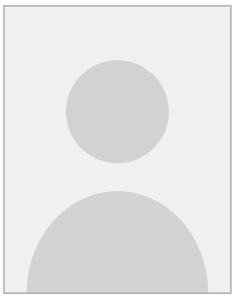
FARZANA AKTER

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PROFESSIONAL SUMMARY

Marketing executive with three years of experience in digital campaigns for consumer brands. Plans and runs social media, email and in-store campaigns from brief to report, and turns campaign data into clear next steps. Seeking a senior executive role in brand or digital marketing where results are measured and teams work across sales and design.

PROFESSIONAL EXPERIENCE

Marketing Executive Jan 2024 – Present
Example Foods Ltd., Dhaka

- Plan and run monthly digital campaigns for three snack brands across Facebook and YouTube
- Grew the main brand page from 120k to 310k followers in 18 months
- Cut cost per lead by 28% by testing creatives and audiences every week
- Coordinate with the sales team on in-store promotions in 40 outlets in Dhaka
- Prepare monthly performance reports for the brand manager and agency partners

Junior Marketing Officer Mar 2022 – Dec 2023
Example Communications, Dhaka

- Wrote social media and email content for clients in retail and education
- Scheduled posts, tracked engagement, and compiled weekly client reports
- Supported event activations, including logistics and vendor follow-ups

CORE SKILLS

- Campaign planning, budgeting and reporting
- Social media and performance marketing (Meta Ads, YouTube)
- Copywriting in Bangla and English
- Market research and competitor analysis
- Working with designers, agencies and sales teams

EDUCATION

MBA in Marketing 2022
Example University, Dhaka CGPA: 3.48 / 4.00

BBA in Marketing 2020
Example University, Dhaka CGPA: 3.35 / 4.00

TOOLS & LANGUAGES

- Meta Business Suite, Google Analytics, Canva, MS Excel, PowerPoint
- Bengali: native English: professional working proficiency