

Data Resume Of Bushra Mahmud



Mailing Address:

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- Skype ID: bushra.mahmud4
- Instragram ID: bushra_mahmud89
- Pinterest ID: Bushra Mahmud
- Website: msha.ke/designmarketplace

Career Objectives:

Have a strong desire to work in a challenging environment where I can utilize my education and skills. I am also determined to offer honesty, efficiency, and sincerity to the optimum level.

Professional Experiences:

About Bit Mascot:

- Former as **HR Executive** from 1st July 2017 to 1st December 2017 at **Bit Mascot**.
- Also engaged in as **SEO Analyst, Department Of Marketing Division, SEM** from 2nd December 2017 at **Bit Mascot**.
- Knowledge about **Google Ad Words, Google Analytics, Digital Marketing**.
- Also knowledge about how to create **Facebook Ads, LinkedIn ads**, etc.
- How to create a campaign at **Google Ad Words** and how to observe data from **Google Analytics**.
- Also known about some keyword tools for using keywords research.
- Also knowledge about conversions, clicks, impressions, conversion rate, average position, cost, cost/conversion, bounce rate, etc.
- How to test an ad from ad preview.
- How to organize PPC bid management setting up, cost per acquisition, and also bid preparation.
- Knowledge about **Google Analytics** real-time, behavior, acquisition, customization, conversion goals, eCommerce, multi-funnel channel, search queries, etc.
- How to access the account and to give access to another account from **Google Analytics**.
- Now present engaged in as **SQA Analyst or Software Quality Assurance Specialist** from August 2019 to present at **Bit Mascot**.
- Knowledge about how to create an issue for blogs, snippets, articles, logos, blog posts.

About Bkash:

- Former as a **Junior Officer** from 1st September 2015 to 14th November 2016 at **Commercial Division, Sales Operation, BKASH**.
- Receiving KYC documents.
- Interaction with general people for solving management issues.
- Involved in preparing bulk files, storing agents' commercial data.
- Conducted necessary day-to-day commercial documents from agents.

Academic Records:

M.S.S in Economics:

National University, Bangladesh.

- Graduated in November 2014.
- Division: 2nd class

B.S.S in Economics:

National University, Bangladesh.

- Graduated in November 2013.
- Division: 2nd class

Higher Secondary Certificate:

- Dhaka Board, Bangladesh, 2006.
- College: University Women's Federation College, Dhaka.
- GPA: 4.5 on a scale of 5.0

Secondary School Certificate:

- Dhaka Board, Bangladesh, 2004
- School: Agrani School & College, Azimpur, Dhaka.
- GPA: 4.19 on a scale of 5.0

Completed Courses:

- Graphic Design from University Of Colorado, Boulder
- Getting Started With GIMP from Coursera Project Network
- GSuite Mail Management from Google Cloud Training
- Fashion As Design from The Museum Of Modern Art
- User Experience Design from Coursera Project Network
- Natural Gas from University of Buffalo
- Google Analytics from Google Skillshop

Campus Ambassadors:

World of Dream Photography
International Model United Nations (IMUN) - Internship

Conferences:

IEEE Young Professionals
Sharing Information Through Citizen Journalism from **EMK CENTER, US EMBASSY**
Intelligent Decarbonisation from **CAMBRIDGE CARES**
Innovation & Sustainable Solutions from **COATS**
Nestle Global Procurement from **NESTLE**
Excel For Professionals from **CODERS TRUST**
English Course from **CODERS TRUST**
Writing Statement of Purpose from **EMK CENTER, US EMBASSY.**

Now I am engaged within **WordPress Virtual Assistant** at **Freelancer.com.**

Personal Details:

Name: Bushra Mahmud
Father's Name: Engr. A.H. Mahmudur Rahman
Mother's Name: Nahida Begum
Date of Birth: 12 October 1989
Gender: Female

Technical Skills:

- Proficient with Microsoft Office packages.
- Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Microsoft Spreadsheets, etc.

Language Proficiency:

Professional and interpersonal communication skills in both English and Bangla and also Hindu and Urdu speaking language.

Skills:

- General professional qualities as accuracy, tenacity, result-oriented, and teamwork-oriented attitude.
- Ability to effectively lead and manage multi-disciplinary teams.
- Confident decision-making ability.
- Enhanced organizational skills.
- Ability to accurately prepare charts, tables, letters, and reports.

I, hereby, declare that the information stated is correct to the best of my knowledge.

Bushra Mahmud

