

Sabbir Ahmed

FRESH GRADUATE · BBA IN MARKETING

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01 CAREER OBJECTIVE

Marketing graduate from North South University looking for an entry-level role in digital marketing or brand management. During a 3-month internship I planned Facebook ad campaigns for an online store and cut its cost per order by 28%. Comfortable with Meta Ads Manager, Google Analytics and Excel, and used to presenting to clients from two years of running club events.

02 EXPERIENCE

Digital Marketing Intern

Jan 2025 – Mar 2025

Cartup Bazaar Ltd. · Dhaka

Online grocery store delivering in Dhaka.

- Planned and ran 12 Facebook ad campaigns with a Tk 1.5 lakh monthly budget.
- Cut cost per order from Tk 180 to Tk 130 by testing 30 ad creatives and narrowing audiences.
- Wrote a weekly performance report in Excel that the marketing manager used for budget decisions.

Home Tutor (Mathematics and English)

Jun 2021 – Dec 2024

Self-employed · Dhaka

- Taught 8 secondary-level students; all passed SSC with GPA 4.5 or above.

03 ACADEMIC QUALIFICATION

DEGREE	GROUP/ SUBJECT	INSTITUTION	RESULT	YEAR
BBA	Marketing	North South University	CGPA 3.31 / 4.00	2025
HSC	Business Studies	Dhaka City College	GPA 4.83 / 5.00	2020
SSC	Business Studies	Motijheel Model High School, Dhaka	GPA 5.00 / 5.00	2018

BBA: Digital Marketing · Consumer Behaviour · Marketing Research

04 SKILLS

Marketing Meta Ads Manager, Google Analytics, Content planning, Market research
Software MS Excel, PowerPoint, Canva

05 PROJECTS

Brand audit of a local tea brand (course project)

Survey design · Excel · Brand strategy

Marketing Research course, team of 4.

- Designed and ran a survey of 150 tea buyers in Dhaka and analysed it in Excel.
- Recommended a packaging change that the course panel rated the best of 11 teams.

06 LANGUAGES

Bengali — Native

English — Fluent

07 VOLUNTEER

Event Coordinator — NSU Marketing Club (Sep 2022 – Sep 2024)

- Organised 5 career events with 600+ total attendees and 9 corporate speakers.

08 REFERENCES

Tahmina Rahman — Senior Lecturer, Department of Marketing, North South University · tahmina.rahman@example.com

Rakibul Islam — Marketing Manager, Cartup Bazaar Ltd. · rakibul@cartup.example.com · +880 1711-000008

09 PERSONAL DETAILS

Date of Birth	2002-11-20
Nationality	Bangladeshi
Permanent Address	Kotwali, Chattogram