

# A. M. Mohiuddin

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## OBJECTIVE

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Passionate about leveraging data to drive decision-making and improve business processes. Seeking to apply my analytical skills and digital marketing knowledge in a dynamic environment.

## EDUCATION

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### BRAC University

Jan 2020 - Oct 2024

Bachelor of Business Administration (BBA), Management Information Systems

Minor: E-Business

**Relevant Coursework:** Data Analytics, Database Management, E-Business Strategy, Digital Marketing

**Clubs & Affiliations:** Finance and Account Club of BRAC University – FINACT (Director, IT Department)

## Competition

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### Dabur Honey Presents – Idea Hunter 2.0

Aug 2021

- Qualified up to the 2nd Round

### Walton – Better Bangladesh Tomorrow || Vanguard of Planeteer Season 1

Aug 2022

- Qualified up to the 3rd Round

### Marico Presents Over The Wall Season 2

Aug 2023

- Qualified up to the 2nd Round

### Hult Prize at BRAC University 23-24

Oct 2023

- Qualified up to the 2nd Round

## WORK EXPERIENCE

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### Catch Bangladesh

Aug 2024 - Present

#### Client Service Jr. Executive

Managing WHO's social media platforms, ensuring regular and accurate content dissemination.

### PixelTag (Sister concern of Catch Bangladesh)

Nov 2023 - Aug 2024

#### Business Development (Part-time)

Developed business proposals and participated in client meetings, contributing to successful project acquisitions.

Played a key role in the transition from internship to a part-time role, demonstrating adaptability and growth.

### PixelTag – Internship

Aug 2023 - Nov 2023

Gained hands-on experience in digital marketing and client relationship management.

### Chase Education – Remote Job (UK)

Feb 2022 - Jun 2023

Educational Consultancy

Provided SMM services remotely, regular content creation and ideation.

## PROJECTS

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### UNDP Bangladesh - "Let's Breathe Well" Campaign

Feb 2024

Collaborated with several University teams to promote awareness on health and well-being.

Utilized social media platforms to maximize outreach and engagement.

## SKILLS & INTEREST

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**Data Analysis:** Proficient in SQL and Excel.

**Digital Marketing:** Experienced in Social Media Marketing, Content Creation and Content Ideation

**Technical Skills:** HTML, CSS, JavaScript, Business Proposal Writing, Client Relationship Management & Power BI

**Language:** English (Native)

**Sports:** Cricket, Boxing, Kabaddi and Badminton.

**Continuous Learning:** Committed to expanding knowledge through various courses and practical experiences.