

SUMAIYA ANIKA JAHIN SHAMA

Public Relations | Communication & Research



CONTACT

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EDUCATION

BSS in Media Studies and Journalism

University of Liberal Arts
Bangladesh (ULAB), Dhaka.
Major in Public Relations
2022-2026
CGPA: 3.43 (Till 11th semester)

Higher Secondary Certificate (HSC) - Science

Dinajpur Govt. College, Dinajpur.
2017-2019
GPA: 5:00

Secondary School Certificate (SSC) - Science

Dinajpur Govt. Girls' High School,
Dinajpur.
2009-2017
GPA: 5:00

STRENGTHS

- Communication
- Strategic Communication & PR Campaigns
- Research & Data Analysis
- Media Literacy & Fact-Checking
- Crisis Management
- Qualitative Research
- Decision Making
- Critical Thinking
- Teamwork and Collaboration
- News writing
- Willingness to learn and grow
- Public Speaking

PROFILE

Public Relations major with expertise in communication, marketing support, and strategic content development. Experienced in news writing, digital media management, audience engagement, and data-driven communication strategies. Proficient in research, data analysis, fact-checking, and creating targeted content aligned with marketing and brand objectives. Seeking entry-level roles in communication, marketing, or public relations.

WORK EXPERIENCE

Data and Inventory Coordinator - Part-time

Parsiimony - online clothing brand

September, 2025 - Present

- Manage and analyze product and sales data to support decision-making and business operations.
- Organize and optimize product information to improve inventory accuracy and workflow efficiency.
- Track sales trends and generate insights to enhance customer experience and inventory planning.

SKILLS

- Data Analysis Using Microsoft Excel.
- Microsoft Word & PowerPoint.
- Adobe photoshop.
- Adobe Premiere Pro.
- Canva.
- Digital Marketing (Facebook, Instagram)

LANGUAGE

- **English:** Fluent in Writing, Speaking and Attentive listening
- **Bangla:** Fluent in Writing, Native Speaking and Attentive listening

KEY ACHIEVEMENT

- Conceptualized, scripted, and produced an awareness video on misinformation and disinformation using content strategy, visual storytelling, ethical communication principles, and digital media tools; selected for exhibition at Bangladesh Shilpakala Academy (2025).
- Designed an ethical communication poster on TFGBV using research-based messaging and visual communication skills; selected for exhibition at Bangladesh Shilpakala Academy, 2025.

EXTRA-CURRICULAR ACTIVITIES:

Volunteering Work:

- Volunteered as part of the event organizing team for the Cultural Festival 2015 at DGGHS.
- Performed as a stage artist at Rabindra Jayanti 2014 in Dinajpur.

RELEVANT COURSEWORK

- Public Relations Research
- Public Relations Campaign
- Media Relations
- Internal Communication
- Communication and Technology
- Marketing Management
- Digital Marketing
- Strategic Public Relations
- Speech Writing and Public Speaking
- Investigative Journalism

HOBBIES

Reading thrillers, drawing mandala, watching movies, photography.

REFERENCE

Syeda Sadia Mehjabin

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Department Coordinator
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