

# Nafisa Zahra

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**Location:** Malibagh, Dhaka - 1217

**Portfolio:** [nafisazahra.com](http://nafisazahra.com)

## Professional Summary

My expertise is in getting a brand their foothold in this digital world. My work focuses on creative direction and digital marketing. I have experience building brand identities from scratch and managing marketing operations across sectors like e-commerce, edtech, non profit organisations, sustainable energy sector and much more. My approach combines a creative eye with a practical focus on sales and growth metrics. I am looking to apply my hands-on experience in brand building and performance marketing to help a forward-thinking team reach its goals.

## Work Experience

### 1. Creative Director | Cenco, Dhaka

February 2026 – Present

- Built the entire brand identity, image, and perception for the brand from scratch.
- Direct all creative operations, including visual storytelling, product positioning, and brand voice.
- Manage end-to-end launch strategies and meta ads, ensuring a cohesive aesthetic across all digital and physical touchpoints.
- Set up Meta ads that converted viewers into customers at a 1.2% - 1.8% rate in the first month. This created a consistent daily sales flow and grew the number of orders by 15% each week.

### 2. Marketing Director | UVTR InfoTech Solutions, Dhaka

December 2024 – February 2026

- Managed the digital marketing division:** Managed a portfolio of 6+ active client accounts, oversaw content development workflows, built and executed 360° brand strategies across social media, web, and performance channels, monitored campaign performance metrics to ensure measurable ROI & data driven strategy.

### 3. Content Strategist | TechSpire, Dhaka

July 2024 – November 2024

- Developed comprehensive social media content calendars, collaborated closely with graphic designers to execute high-engagement, multi-format content & maintained consistent

brand voice across various digital platforms, contributing to increased audience interaction.

## Education

- BBA**  
BRAC University | 2029 (Expected) | CGPA: 3.73 (Current)
- HSC**  
Ideal School & College, Dhaka | 2023 | GPA 4.8
- SSC**  
Ideal School & College, Dhaka | 2021 | GPA 5.0

## Skills

- Branding & Storytelling
- Copywriting
- Creative Direction
- Social Media Campaigns & Content Strategy
- Market Research & Audience Insights
- Client Relationship Management
- Project Management & CRM Tools (ClickUp, Jira, Trello, Hubspot, Miro, Notion)

## Extracurriculars

- Organizing Team Member | TechSpire Active contributor to team organization and operational initiatives.
  - Bootcamp on Leadership & Communication – JAAGO Foundation, Banani (2025)
  - Bootcamp on Financial Literacy & Entrepreneurship – National Archives of Bangladesh, Agargaon (2025)
  - Bootcamp on Digital Literacy & Career in IT – EMK Center, Gulshan (2024)

## Languages

- English** | Proficiency: Fluent
- Bengali** | Proficiency: Native

## Certifications

- Digital Marketing; HubSpot Academy** | [View Credential](#)

## References

Available upon request.