

TANZINA RAHMAN TASNIM

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Merul Badda, Dhaka 1214

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Career Objective

Passionate communications professional with 5 years' experience across journalism, OTT platforms, & entertainment PR. Skilled in content marketing, artist management, & media strategy. Seeking to grow further in the communication field, blending creativity & strategic storytelling to build impactful brand narratives.

Work Experiences

Manager, PR & Communication, *Hoichoi Bangladesh* Jun 2024 – Present
Dhaka, Bangladesh

- Developing and executing strategic PR and communication plans to strengthen brand positioning.
- Managing media relations, influencer collaborations, and content publicity campaigns.
- Organizing press conferences, media events, and handling crisis communications.
- Crafting press releases, key messaging, and speeches for leadership.
- Leading internal and external communications to enhance audience engagement.

Communication Officer, *Chorki* Dec 2021 – May 2024
Dhaka, Bangladesh

- Built and managed communication strategies for content promotions and brand campaigns.
- Maintained strong media relations with entertainment journalists and industry partners.
- Led press release writing, digital PR activities, and organized events like premieres and screenings.
- Supported marketing initiatives with effective communication tools and storytelling.
- Coordinated with artists, directors, and OTT partners for media visibility and outreach.

Sub Editor, *NewsBangla24.com* Oct 2020 – Nov 2021
Dhaka, Bangladesh

- Edited, proofread, and curated news articles for the online portal, ensuring accuracy and quality.
- Covered entertainment news, lifestyle features, and major events for the digital audience.
- Collaborated with reporters and content writers to maintain editorial standards.
- Assisted in planning content calendars and thematic coverage for special occasions.

Education

Masters of Social Science (MSS) in Mass Communication and Journalism (MCJ), *University of Rajshahi* 2019
CGPA: 3.53

Bachelor of Social Science (BSS) in Mass Communication and Journalism (MCJ), *University of Rajshahi* 2018
CGPA: 3.27

Higher Secondary Certificate (HSC) | Humanities Group, 2013
Jessore Cantonment College
GPA: 4.70

Skills & Experties

- Strong communication and media relations skills.
- Event management (press conferences, webinars, seminars).
- Content marketing and digital promotion.
- Proficient in operating multimedia equipment, including cameras, microphones, lighting setups etc.
- Competent in Microsoft Word and PowerPoint for documentation and presentations.
- Strategic PR planning and execution.
- Writing and editing (press releases, speeches, marketing materials).
- Relationship management with artists, directors, and media houses.
- Experienced in social media management, including content planning, posting, and engagement strategies.

Language Efficiency

Bangla
(Native)

English
(Good)

Hindi
(Fair)

Achievements

- **'Best Film** **'** award for the short-film **The Funeral** in the 11th International Children's Film Festival Bangladesh-2018 in **'Young Talent'** section. The Funeral also achieved the 1st Runner-Up prize at the 'Shantir Shopokkhe Amra' Film Competition, organized by University of California San Diego in 2017
- 1st prize at Divisional level for Recitation in the 'National Children Competition Bagladesh-2010'

Creative Projects

Sinpaat, *Web Series (actor)* 2024

Kathbirali, *Movie (actor)* 2019

The Funeral, *Short Film (director & screenplay)* 2017

Poribartan, *Short Film (director)* 2014

Volunteer and Leadership Experience

- Participated as a Delegate in the Bangladesh Youth Delegation (BYD) to India in 2019 .
- Winner (Team Member) at the Media Tech Challenge - Bootcamp 2019 , organized by DW Akademie, Germany.
- Served as an Organizing Volunteer for the Dui Banglar Chalacchitra Utshav 2015, jointly organized by the Department of Mass Communication and Journalism, University of Rajshahi, RU Film Society, and the Assistant High Commission of India in Rajshahi, Bangladesh.
- Participated as a Pilot Youth Parliamentarian in the 1st Season of Youth Parliament 2012, under a project supported by UNDP.
- Worked as a Child Journalist under a project of Save the Children in Bangladesh from 2006 to 2010.