ZAHIN SULTAN

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PROFESSIONAL SUMMARY

MSc International Business graduate with brand, content, and marketing experience across multiple consumer e-commerce brands, plus a strong operations and data-research foundation from fintech. Turns research and audience insight into clear communication, campaign-ready content, and stakeholder-ready reports, collaborating across design, SEO, and business functions. Seeking a brand marketing, brand management, or marketing operations role where insight, communication, and execution meet.

CORE SKILLS

Brand & Marketing: Brand communication, content strategy, multi-brand e-commerce content, copywriting, SEO collaboration, presentation & deck design, campaign-supporting content

Research & Insight: Market research, transaction & pattern research, data validation, document analysis, comparative analysis, Excel-based reporting

Operations & Collaboration: Stakeholder communication, merchant/partner coordination, case management, process documentation, high-volume workflow handling

Tools: PowerPoint, Excel, Google Workspace, Canva, Notion, Claude & ChatGPT / AI-assisted workflows, internal CRM & case-management systems

EXPERIENCE

Senior Content Writer (Brand & Content) — Appnap Technologies Limited *Dhaka, Bangladesh | Apr 2024 – Aug 2024*

- Owned digital content and campaign calendar decisions across 4 e-commerce brands and multiple online platforms, supporting brand visibility and customer-facing communication.
- Produced 100+ website articles, product-focused content, and marketing materials, adapting tone, voice, and structure to each brand's goals and audience.
- Collaborated with design and SEO stakeholders to shape content strategy, strengthen digital visibility, and keep brand communication consistent across platforms.

Support & Market Operations — Subaio *Aalborg, Denmark | Feb 2025 – Jun 2026*

- Handled high-volume operations for a banking-app product, typically resolving 500–700 tasks per 4-hour shift, with a personal record of 1,400 in one shift — demonstrating throughput, accuracy, and consistency under load.
- Managed end-to-end cases by coordinating between users, merchants, and service providers while maintaining accurate documentation and case-handling standards.
- Researched and enriched transaction data — identifying recurring-payment patterns, validating transactions, and linking merchants/services to the internal product database.
- Investigated merchant websites to locate deep links for subscription and payment-method changes, improving product accuracy and usability.
- Communicated GDPR, Power of Attorney, and data-security requirements to merchants to support compliant case processing.

Telesales Executive — Impact Academy *Dhaka, Bangladesh | Dec 2023 – Mar 2024*

- Converted leads into enrolled students through persuasive sales conversations, follow-up communication, and objection handling in the online-education sector.

Management Intern — Grameen Bank Ltd. *Dhaka, Bangladesh | Oct 2023 – Dec 2023*

- Observed microcredit operations, gaining exposure to financial inclusion, branch-level service processes, and customer-facing banking.

SELECTED PORTFOLIO

LEGO Brand Audit — a full brand audit (market position, customer perception, strategic roadmap) produced as a portfolio case study.

LEGO Gaming Passion — Cross-Franchise Go-To-Market — a self-initiated GTM concept (audience strategy, OESP channel plan, launch roadmap, KPIs) built on public 2025–26 gaming data.

Portfolio available on request or via LinkedIn.

EDUCATION

MSc International Business — Aalborg University *Aalborg, Denmark | 2026*

BBA, General Management — Independent University, Bangladesh *Dhaka, Bangladesh | 2023*

Minor: Human Resource Management

ACADEMIC PROJECT

GDPR, Data Governance & Digital Firm Strategy *Aalborg University | 2025–2026*

Comparative analysis, document coding, literature synthesis, and Excel-based reporting on how regulation shapes digital-firm strategy — using company reports and academic literature.

LANGUAGES

English — Full professional proficiency (IELTS 7.5) · Bengali — Native · Hindi & Urdu — Fluent speaking · Danish — Elementary