

Fahmida Farzana

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• [Portfolio](#)

Communication Professional | Storyteller

Strategic communication professional with 5 years of experience in digital storytelling, stakeholder engagement, and multi-platform campaign execution across the development, market research, and creative industries. Proven ability to translate research insights and user behavior into high-impact content strategies. Adept at cross-functional collaboration, digital asset management, and community-focused messaging that supports both brand value and audience engagement.

WORK EXPERIENCE

South Asian Network on Economic Modeling (SANEM)

Communication Associate

Dhaka, Bangladesh

August, 2025- Present

- Manage end-to-end communications for high-level policy dialogues, research dissemination, and institutional campaigns.
- Draft press releases, talking points, briefing notes, and official content for senior leadership and external audiences.
- Oversee SANEM's digital platforms (Facebook, LinkedIn, Twitter, website), ensuring timely and strategic outreach.
- Coordinate stakeholder communication and media engagement to enhance research visibility and influence.
- Develop content strategies, calendars, and thematic plans across projects.
- Adapt complex research into accessible formats: infographics, flipbooks, briefs, and social media threads.
- Contribute to visual design for digital and print materials, including publications and event collateral.
- Support communications planning and execution for major national and international events, workshops, and dialogues.
- Monitor analytics to assess impact and recommend improvements for engagement and reach.

ARK Foundation Bangladesh

Research Uptake and Communications Officer

Dhaka, Bangladesh

September, 2024-July, 2025

- Develop and implement communication strategies for 5 multi-country projects in collaboration with teams from Bangladesh, Nepal, Ghana, UK, and Nigeria.
- Translate research insights on public health, mental health, tobacco control, and health equity into docu-videos, policy briefs, op-eds, blogs, and campaign materials for diverse audiences.
- Lead content creation across ARK's digital platforms, optimizing social engagement and ensuring brand consistency.
- Design and execute stakeholder engagement activities including high-level roundtables, field storytelling visits, and policy dialogues.
- Supervise interns and coordinate design, media, and outreach for communication initiatives.
- Liaise with global partners such as WHO, UK Aid and national bodies (e.g., MoHFW, DNCC) to align communications with program goals.

Ecovia LTD*Communication Associate*

Dhaka, Bangladesh

1/2023 - 09/2024

- Produced over 50 content pieces articulating the impact of biodegradable products, increasing web engagement by 47%.
- Led SEO-focused communication across four platforms, increasing brand visibility by 25%.
- Developed research-backed storytelling for pitch decks, blogs, reports, and digital outreach.

UNV Bangladesh*V-Act Volunteer*

12/2022

Dhaka, Bangladesh

10/2022 -

- Created exhaustive ministry and NGO databases for UNV Bangladesh.
- Crafted content materials for the IVD-2022 event, including the development and modification of the State of the World's Volunteerism Report 2022, and presentations.
- Assisted the team with event planning, coordination, and execution, ensuring clear communication throughout.

Adventor Communications*Content Writer And Strategist*

Dhaka, Bangladesh

01/2022 - 09/2022

- Led communications of events, artist promotion, and creative productions across **their 3 business concerns**.
- Managed the in-house team handling content, design coordination, and fashion shoots..
- Ran full-scale campaigns for two major musical events (BDT 50+ lakh budget), including strategy, execution, vendor coordination, and post-event content.
- Handled partnerships with sponsors, media outlets, and collaborators to boost visibility and engagement.
- Designed event concepts, facilitated media relations, and engaged stakeholders, including donors, partners, and policymakers, to secure coverage and enhance public engagement.
- Scripted video content, including series and TVCs, and collaborated with marketing and design teams to align visuals with strategic messaging.
- Monitored analytics and user insights to refine digital strategies and support brand perception efforts.

Remote Office*Content Writer*

Remote, HQ:Victoria, Australia

05/2021 - 12/2021

- Handled brand marketing of clients across Australia, Singapore, South Africa, and UAE, working on sectors like health, fintech, and education.
- Developed website copy, blogs, emails, infographics, and short-form social media content based on monthly content calendars.
- Adjusted voice and messaging to match each brand's tone and market.
- Collaborated with design and marketing teams to deliver assets for SEO, email marketing, and lead-gen funnels.
- Monitored analytics and user insights to refine digital strategies and support brand perception efforts.

Centre For Men and Masculine Studies
Social Media Intern

Dhaka, Bangladesh
11/2020 - 05/2021

- Contributed to youth-oriented projects like *The Braveman* campaign and the *Campus Hero Cafe* project.
- Documented best practices and stories on projects addressing population, gender, and reproductive health issues.
- Developed multimedia content including PPTs, infographics, photos, and video clips.
- Created infographics, one-pagers, and banners, contributing to the development of engaging visual content for social media, supporting the promotion of national and international days.

Bina Tarer Pathshala- An Ed-tech Platform
Content Developer

Dhaka, Bangladesh
10/2021 - 12/2021

- Developed 85 scripts for short-form English lessons, tailored for school students across Bangladesh.
- Worked as both **instructor and voice artist**, bringing content to life with clear, engaging delivery.
- Curated educational videos that reached over **2.5 million views** across platforms.

EDUCATION

Masters of Arts (MA) in English Literature | University Of Dhaka

2022 - 2023 | Dhaka, Bangladesh

Bachelors of Arts (BA) in English | University Of Dhaka

2018 - 2022 | Dhaka, Bangladesh

CONSULTANCY PROJECTS

The Attention Network
Co-Host & Event Facilitator

Dhaka, Bangladesh
07/2024-Present

Lead the "Common Grounds" project, organizing and facilitating debates on socio-political topics, including freedom of speech, indigenous rights, and feminism. Manage event logistics, engage with diverse stakeholders, and conduct research on issues of underrepresented voices, fostering meaningful discussions and enhancing the project's visibility.

Quantum Consumer Solutions LTD
Qualitative Market Research Consultant Adhoc

Dhaka, Bangladesh
10/2022 - 08/2024

- Conducted 100+ qualitative studies for clients like BATB, JTI, PMI, Unilever, etc..
- Moderated and interpreted focus groups and IDIs, enhancing research-driven messaging.

The Nielsen Company Bangladesh
Adhoc Market Research Consultant (Interpreter and Moderator)

Dhaka, Bangladesh
11/2022 - 05/2023

Leveraging moderation and interpretation, I facilitated over 20 social research studies on critical issues while conducting over 50 units of moderation and interpretation for global and local clients like UNICEF, WASH, BAT,

SKILLS

Core Skills: Strategic communication · Content development · Social media management · Stakeholder engagement · Research writing · Campaign planning · Market insight · Event coordination

Tools & Platforms

Google Workspace · MS Office · Canva · Photoshop · Asana · Slack · ChatGPT · Lemlist · MidJourney

Languages: Bangla (native) · English (fluent) · Hindi (proficient) · French (basic)

Interests: Digital media · Gender and development · Intercultural communication · Sociolinguistics · TESOL · Youth education · Social research

REFERENCES

Shantanu Chanda Programme Assistant- Communications, UNDP Bangladesh Contact: 01759678042 Email: shantanuchanda@undp.org	Sumaiya Kabir Lecturer, Department of English, University of Dhaka Contact: 01521253829 Email: kabirsumaiya@du.ac.bd	Prof. Rumana Huque Executive Director,ARK Foundation Bangladesh, Professor, University of Dhaka Contact: 01713018262 Email: rumanah14@yahoo.com
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