



# NAZIFA TABASSUM

## CONTENT WRITER

### Contact

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### About Me

Creative and detail-oriented content writer with hands-on experience in writing reports, blogs, social media captions, and client-focused materials. I aim to contribute compelling and SEO-friendly content for a dynamic organization equipped with strong research and storytelling skills. Passionate about using words to inform, engage, and inspire target audiences, especially within service and lifestyle sectors.

### Skills

- Proficient in content writing for blogs, websites, social media, and reports.
- Strong command of English grammar, vocabulary, and structure.
- Creative writing ability tailored to brand voice and audience engagement.
- Collaborative mindset and experience working with cross-functional teams.
- Time management and ability to meet tight deadlines under minimal supervision.
- Technical proficiency in MS Word, Excel, PowerPoint, Google Docs.



## Education

### Masters & Bachelors in Business Administration (BBA, MBA)

University of Dhaka, 2019 - 2024

Major: Tourism and Hospitality Management

CGPA: 3.19 (MBA)

### Higher Secondary School Certificate (HSC), 2018

Rajuk Uttara Model College

Group: Business Studies

GPA: 4.83

### Secondary School Certificate (SSC), 2016

Kollyanpur Girls' School and College

Group: Science

GPA: 4.75



## Experience

### Senior Content Writer, ELLA Pad

June 2023–Continue

- Responsible for writing website blogs, content captions for social media posts, coordinating with clients and buyers.
- Updating FAQs for the website.

### Freelance Content Writer

April 2021–Continue

- Created customized content for a diverse client base across industries such as travel, lifestyle, business, and education.
- Delivered high-quality blog posts, articles, product descriptions, and website content.
- Communicated directly with clients to ensure clarity and satisfaction.
- Managed multiple projects simultaneously consistently meeting deadlines.

### Content Writer, Experts Hub Bangladesh

September 2020–February 2021

- Wrote about 65 reports based on different organizations and businesses with 95% success rate on each report.



## Experience

### Executive Event Manager, PATA-BD DU Chapter, 2021-2022

Hosted International World Tourism Day and Tourism and Hospitality Management Department's foundation day event as an event organizer; managed budgeting, financing, contributed in decoration and managed fellow mates.

### Marketing Executive, PATA-BD DU Chapter, 2020 – 2021

- Wrote captions of advertising post for events, reports on event management.
- Contributed in the marketing strategy ideas.



## References

### Mamunur Rahman

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Ella Pad

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