

# Mahfuza Anika

Junior Marketing Digital

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## Languages

English

Bengali

Hindi

## About

As a Shop Assistant at Primark, I excel in customer service, inventory management, and sales transactions. I'm adaptable, organised, and committed to maintaining an attractive shop floor.

### BRANDS WORKED WITH

Primark

BRAC Bangladesh

Praava Health

Telenor Health

Magnito

## Experience



### ● Retail Assistant

Primark | Oct 2023 - Now

Provide exceptional customer service daily, assist with sizes, styles, purchases, and returns while getting mentioned in reviews over 3 times in 3 months. Maintain an attractive shop floor and organized stockroom, ensuring 100% product availability and reducing retrieval time. Process maximum transactions per shift at till points, including queries, voids, and returns, achieving a 96% accuracy rate. Manage inventory by receiving, unpacking, and pricing new items weekly, while ensuring the reduction of stock discrepancies.

### ● Manager, Microfinance

BRAC Bangladesh | Mar 2021 - Aug 2023

Led the development and launch of the client-centric app, securing 100,000 organic sign-ups within the first 6 months. Planned and executed phase-by-phase app rollout, improving complaint management and reporting systems, and reducing issue resolution time. Developed virtual training program and post-training guide videos, reducing in-person training time by 50% and increasing training efficiency. Acted as the bridge between customers, management, and the technical vendor to ensure the successful development and launch of the Agami app. Managed partnerships with 10 startup partners, achieving goals of digital transformation and financial inclusion.



### ● Asst. Manager, Marketing

Praava Health | Jun 2018 - Feb 2021

Managed marketing projects to ensure timely delivery and executed product/service launch campaigns while increasing digital engagement. Developed digital content and managed calendars, led creative execution with the design team, enhancing brand visibility and engagement. Established partnerships, created co-branded offers, and managed cross-campaigns and events, boosting partner engagement and sales. Conducted brand awareness research, coordinated with departments, and trained staff on marketing activities, improving brand recognition and internal efficiency.

### ● Asst. Manager, Digital Marketing

Telenor Health | Aug 2016 - May 2018

Developed and executed strategic digital marketing campaigns, driving increased brand engagement and customer acquisition. Established content strategy and coordinated the launch of the Telenor Health website and app, enhancing website traffic and user engagement. Fostered strong relationships with agencies and vendors, leading to successful campaign activations and increased effectiveness. Leveraged social media channels for community engagement and customer acquisition, collaborating with internal teams and partners for campaign planning and execution.



### ● Junior Media Analyst

Magnito | Aug 2015 - Aug 2016

Executed, managed, and optimized media buying activities for clients, ensuring optimal results and returns. Analyzed campaign results regularly and generated client reports, providing insights for optimization and decision-making. Planned monthly budgets and expenses, conducted research on digital marketing topics, and published social media report guidelines for clients.

## Education & Training

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- 2023 - 2024 ● **University of Hertfordshire**  
Master of Science,
- 2011 - 2015 ● **North South University**  
Bachelor of Business Administration,
- 2009 - 2010 ● **MAPLE LEAF INTERNATIONAL SCHOOL**  
Advanced Level,
- 2008 - 2009 ● **MAPLE LEAF INTERNATIONAL SCHOOL**  
Ordinary Level,