

Shubhashish Dev Jishnu

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Career Objectives

A business graduate with hands-on experience spanning startups and conglomerates, and exposure to global clients, I bring well-honed analytical thinking, attention to detail, and effective communication skills cultivated through my diverse professional and extracurricular pursuits. Now I am keen to step into the financial and regulatory landscape by joining a reputed CA firm, intending to grow in a professional setting that values integrity, continuous learning, and excellence in audit and advisory.

Academic Qualifications

IBA, University of Dhaka
Bachelor of Business Administration
2015-2019
Major: Marketing
Minor: Operations Management

Notre Dame College, Dhaka
Higher Secondary Certificate
2011-2013
GPA 5.00 (Golden)
Science

Ideal School and College
Secondary School Certificate
2002-2011
GPA 5.00 (Golden) + Gov. Scholarship
Science

Work Experiences

Freelancer

Upwork | 2022 – 2025

I've been the "Top Rated Plus" Freelancer on Upwork with proven accuracy and reliability across multiple industries. My profile is filled with consistent 5 star-ratings from my global clients, reflecting a strong commitment to confidentiality, detail, and meeting client requirements.

- Collaborated with numerous organizations, including VEED.IO, New South Wales Health Ministry, Productive Playhouse Inc., and YouTube content moderation teams, adhering strictly to client guidelines and confidentiality agreements.
- Managed multiple projects simultaneously with timely delivery, reflecting excellent organizational skills and the ability to work independently in dynamic environments.
- Utilized critical thinking to proofread and verify AI-generated translations, ensuring accuracy and reliability.
- Twice hired internally by Upwork itself to support team projects, reflecting trusted expertise and professionalism.

Business Consultant

Truvalu Group (for Project B-SkillFUL under SDC and Swisscontact) | 2021 – 2022

Under the B-SkillFUL project, funded by the Swiss Agency for Development and Cooperation (SDC) and implemented by Swisscontact, I contributed to enhancing the productivity and competitiveness of 800 SMEs through training in business planning, HR, finance, and marketing.

- Worked closely with 50 SMEs to develop customized operational and marketing strategies tailored to their specific needs.
- Conducted a survey in the leather, furniture, and light engineering sectors on behalf of Swisscontact.
- Provided order management and customer service training to help the SME owners achieve customer satisfaction.
- Assisted SMEs in enhancing their social media presence and designed tailored product and service catalogs for them.
- Trained managers on product promotion.
- Provided product photography workshops and guided SMEs in preparing for investment applications.
- Connected different organizations with SMEs that show more potential.

YouTube Channel Founder

Driven by curiosity and a passion for education, I launched YouTube channels to explore creative storytelling, share practical knowledge, and apply my skills in design, editing, and communication.

- **Castlesaga** | 2021 – Present
Started as a creative experiment to test my skills in video editing, animation, and sound design, the channel gained traction with its Morse code tutorials. Later, with increasing viewership, I joined the YouTube Partnership Program and began expanding the series. I have a plan to diversify the content by introducing book review videos, combining my passion for reading with content creation.
- **Bangladesh Financial Helpdesk** | 2023 – Present
Launched this initiative to help Bangladeshi audiences manage personal finances more effectively. I created tutorials showing how to use customized spreadsheet tools tailored to the viewers' individual financial needs. Though currently inactive due to my time constraints, the project reflects my commitment to financial literacy and practical problem-solving.

Management Trainee (Brand)

Abul Khair Group | 2019 – 2021

Working directly under the Marketing Director and the DMD, I gained exposure across all levels—from rural consumers and retailers to department heads. The role offered hands-on experience in strategic brand development, field operations, and stakeholder management.

- Identified field-level challenges and co-developed solutions with senior management, contributing to national business planning and strategy execution.
- Supervised a pilot project testing a new sales team hierarchy in five territories; reported outcomes directly to leadership— a model later adopted nationwide.
- Conducted performance diagnostics across 91 top-performing territories using daily data and delivered tailored operational strategies for each.
- Led an 8-month-long "Distributor Partnership Program," managing end-to-end execution from planning to winner selection.
- Co-developed the consumer recruitment script for brand representatives used across outlets countrywide.
- Independently analyzed and reported on marketing issues for the newly launched cigarette brand "Rexon."
- Maintained real-time market insights through direct engagement, tracking competitor moves, and shifts in consumer perception.

Business Development Intern

Ace 360 Digital (A Canada-based Bangladeshi Venture)

January 2019 – May 2019

I worked directly under the CEO of the startup, supporting business growth and developing digital marketing strategies for legal clients in Canada.

- Researched the Canadian legal sector's digital landscape and developed tailored marketing solutions based on individual client needs.
- Learned and applied SEO techniques to boost the visibility of the company's websites and improve search rankings.
- Contributed to onboarding and servicing two key clients, including prominent Canadian lawyer Andrew Barbacki.
- Became "Employee of the Month" in March for my outstanding contribution despite being an intern.

Extra-Curricular Activities

Researcher

ThinkTank Consultancy | 2022 – 2023

I provided research support to international students by analyzing how departments within global companies collaborate to achieve strategic goals. I also worked on case studies involving Nike, Tesla, McDonald's, and others.

Writer

Medium | 2019 – 2022

I published multiple articles, including "The Greatest Witness of the Renaissance," which was selected for Premium Readers only. I also explored diverse topics, including Qatar's investment strategies, Morse code learning, and the economic potential of heritage businesses in Bangladesh.

Campus Ambassador

International Supply Chain Education Alliance (ISCEA) | 2018

I was the face of ISCEA at IBA, University of Dhaka. Then I organized seminars, promoted certification programs, and managed the recruitment of participants for the PTAK Prize Supply Chain Competition.

Organizer

IBA Saraswati Puja | 2016 – 2018

I co-founded and organized the first-ever Saraswati Puja at IBA, now an annual tradition celebrated by the current IBA students at Jagannath Hall Field.

Exam Invigilator

Institute of Business Administration | 2015 – 2018

I assisted IBA in conducting national-level recruitment exams at various locations across Dhaka, ensuring fairness and adherence to exam protocols.

Graphic Designer

99designs.com and others | 2012 – Present

Self-taught designer with experience in logo design competitions, I won a contest for BuyArt.net and completed freelance work for local firms in Bangladesh.

Teacher

Abhyuday Educare | 2009 – 2015

I volunteered as a teacher for underprivileged students (Grades 5–10), supporting educational growth in my local community.

Professional and Linguistic Skills

- ✓ Software skills: **MS Word, MS Excel, MS PowerPoint, Google Docs, Google Sheets, SDL Trados Studio**
- ✓ Advanced designing skills: **Adobe Illustrator, Adobe Photoshop, FontLab**
- ✓ Video Editing skills: **Adobe Premiere Pro, Camtasia, Speechelo, Subtitle Edit**
- ✓ Coding skills: **HTML, CSS, C++**
- ✓ Extra skills: **Morse Code**
- ✓ Advanced linguistic skills: **English, Bengali & Hindi**
- ✓ Basic linguistic skills: **Spanish**
- ✓ Currently Learning: **German**

Academic Qualifications

- ✓ Awarded the "Employee of the Month" Certificate in March 2019, during internship at Ace 360 Digital for contributing to digital marketing strategies tailored to Canadian legal clients.
- ✓ Secured **60% Scholarship** in PTAK Supply Chain Case Competition (2018) to enrol in ISCEA's Supply Chain Certification Program.
- ✓ Ranked **15th place** in IBA-DU Admission Test 2014, widely considered the most competitive entry exam in Bangladesh.
- ✓ Ranked **73rd** nationally in the Talent Pool Scholarship List of SSC.
- ✓ Won the **Logo Design Contest** for **BuyArt**, an international art-selling platform.
- ✓ Achieved **Runner-up positions in two international logo design competitions** for global brands.
- ✓ Attended Professional Certificate Program (2018) in **Data Science (from Harvard)**: R Basics, Visualization, and Probability.
- ✓ Earned **Fast Typing Master Certificates** in both **QWERTY** and **DVORAK** layouts from TypingWeb.com (now Typing.com).
- ✓ Secured **2nd place** at **Bangladesh Shishu Academy's 3-year Singing Certificate Program**, competing with over 400 singers.
- ✓ Completed a **Recitation Course** from **Bangladesh Shishu Academy** and attended another **Singing Course** in **BAFA**.

Personal Details

Date of Birth : September 9, 1996

Interests : Learning Languages | Reading Books | Watching Documentaries | Writing | Working out | Traveling

References

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