

ZIHAN AKTHER

Brooklyn, NY 11208 | 929-210-4364 | zzihanakther@gmail.com | [linkedin.com/in/zihanakther](https://www.linkedin.com/in/zihanakther) | [Professional Portfolio](#)

Education

Baruch College/CUNY, Zicklin School of Business, New York, NY May 2026
Bachelor of Business Administration in **Digital Marketing**, Minor in **Communication Studies**

- GPA 3.71/4.0
- Dean's List - [Fall, 2025, GPA 3.7/4.0], [Spring, 2026, GPA 3.9/4.0]

Borough of Manhattan Community College, CUNY, New York, NY May 2024
Associate of Science, Business Administration

- GPA 3.6/4.0
- Dean's List - [Spring, 2023, GPA 3.5/4.0], [Fall, 2023, GPA 3.6/4.0], [Spring, 2024, GPA 3.6/4.0]

Academic Projects

BUS 2000, Business Fundamentals: The Contemporary Business Landscape (September - December 2025)

- Conducted a strategic analysis of Intel, evaluating financial performance, SWOT, and AI market opportunities.

MKT 4593 Special Topics in Digital Marketing (June – July 2025)

- Developed localized SEO and social media strategies for Netflix targeting India and South Korea.

MKT 3600, Marketing Information for Decision Making (September - December 2024)

- Conducted a marketing research study for Forefeathers Chicken Madness, analyzing student survey data to recommend pricing and promotional strategies to increase foot traffic.

Experience

TAR Project Specialist (Consultant) Jun 2026 - Present

Funds Transfer Capital Specialist Co-op Jan 2025 to Jun 2026

Brown Brothers Harriman — New York, NY

- Support the Telephone Authentication Remediation (TAR) project by migrating 1,000+ client records into Pivotal CRM, verifying documentation, tracking multi-account records, and resolving discrepancies.
- Collaborate with the team to improve processes, reduce risk, and enhance client experience.

College Assistant at Instructional Technology Dept. Dec 2023 to Present

Borough of Manhattan Community College — New York, NY

- Maintain operational efficiency of computers and software through regular updates.
- Provide daily tech support to professors, resolving issues promptly to prevent disruptions.
- Troubleshoot and repair around 4 projectors and computers in classrooms and labs.

Accounts Assistant Nov 2021 to Oct 2024

Zaman Construction Corp. - Queens, NY

- Performed administrative and clerical duties such as word processing, data entry, faxing and copying.
- Used accounting software (Intuit QuickBooks) to prepare weekly and monthly financial reports.
- Prepared statements, bills or invoices & recorded amounts due for items purchased or services rendered.

Social Media Marketing Intern Jul 2023 to Mar 2024

WorthyTherapy Psychological Services, PLLC — New York, NY

- Created around 5 posts and edited 2 reels for the week.
- Drove social media growth with data-inspired content that resonated with our audience on Instagram & TikTok.
- Conducted deep-dive market research to uncover audience desires, trends, & media buzz.

Skills & Interests

Language: Fluent in Bengali

Technical: Microsoft Office, Google Workspace, Canva, QuickBooks, Pivotal CRM, AddVantage

Social Media: Instagram, Snapchat, TikTok, Facebook, LinkedIn

Interests: Exploring countries, Basketball, Badminton, Photography