

ZIHAN AKTHER

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Education

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

- GPA 3.70/4.0

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

- 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 comprehensive strategic analysis of Intel Corporation, evaluating its financial performance, competitive landscape, SWOT factors, and long-term growth opportunities in AI and semiconductor markets

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

- Developed a global digital marketing strategy for Netflix, designing localized SEO, social media, and hyperlocal campaigns for India and South Korea to drive engagement and regional subscriber growth

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

Funds Transfer Capital Specialist Co-op Jan 2025 to Present

Brown Brothers Harriman

- Process client accounts and documentation using CRM/Pivotal, and ECMS
- 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.

- 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 (Word, Excel, Powerpoint), Google Workspace (Docs, Sheets, Slides), Canva, QuickBooks

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

Interests: Exploring countries, Basketball, Badminton, Photography