

RUFALI ALI

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Professional Summary

Marketing and communications professional with 4+ years of experience managing client accounts, coordinating integrated marketing campaigns and delivering events for leading FMCG, telecommunications and financial services brands. Skilled in stakeholder engagement, project coordination, content planning and cross-functional collaboration. Currently completing a Master of Media and Communication at Flinders University and seeking opportunities in marketing, communications and project coordination.

Work History

MEDIACOM LIMITED (SENIOR ACCOUNT EXECUTIVE) | JUNE 2023 – MAY 2026

- Managed brands across FMCG and financial services sectors, maintaining client relationships and ensuring the delivery of projects and campaigns on time.
- Planned, Coordinated and executed integrated marketing campaigns across digital and traditional platforms, supporting brand growth and business objectives.
- Developed campaign and social media contents, including concept development, scripting and content planning, tailored to target audiences.
- Organized and delivered large-scale corporate and public events, including a television reality show.
- Vendor coordination and AV production to support campaign rollouts and brand activation.

X INTEGRATED MARKETING AGENCY (ACCOUNT EXECUTIVE) | MARCH 2022 – MAY 2023

- Supported senior management in account planning, campaign development and the execution of monthly activities across multiple client portfolios.
- Researched competitors and market trends to support planning and project activities.
- Coordinated with clients and cross-functional teams to deliver projects successfully.

BLINKERS (ASSISTANT PHOTOGRAPHER) | AUGUST 2017 – AUGUST 2021

- Collaborated with clients and creative teams to align project objectives and deliverables.
- Assisted with photoshoot planning, coordination and execution.
- Coordinated photoshoot logistics, schedules and production teams to ensure projects meet client expectations.
- Worked as a Digital Operator during photoshoots, monitoring images in real time to ensure focus, exposure, color accuracy and overall quality.
- Receiving and implementing feedback from photographers, art director and client.
- Prepared project estimates, managed vendor and artist payments, and handled project billing and financial administration.

Education

FLINDERS UNIVERSITY

MASTER OF MEDIA & COMMUNICATION (EXPECTED COMPLETION: 2028)

INDEPENDENT UNIVERSITY BANGLADESH

BACHELOR OF MEDIA & COMMUNICATION | MAJOR IN ADVERTISING & MINOR IN MARKETING (CGPA: 3.39 | PASSING YEAR: 2021)

Community Service & Voluntary Work

- Creative Coordinator of a national debate competition by Independent University Bangladesh Debate Club (Year 2018)
- Photography Club of Independent University Bangladesh (Secretary, January 2017 – December 2021)

Core Skills

Account Management | Project Coordination | Stakeholder Management | Client Relationship Management | Social Media Content Planning | Content Development | Campaign Management | Event Management | Brand Communication | Vendor Management | Marketing Communications | Digital Marketing | Production Coordination | Microsoft Office | Meta Ad manager | Financial Tracking | Photography | Photo Editing | Graphic Design | Photoshop | Illustrator

Languages

English (Full Professional)



Bangla (Native)



Availability

Available for casual, part-time and full-time employment.