

# Md Hasibul Hassan

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## SUMMARY

As a communications enthusiast with a focus on public affairs, media relations, and digital strategy, I have hands-on experience in policy research, stakeholder engagement, and campaign support. My role in the successful Pam Cox for Colchester campaign honed my skills in messaging and team collaboration. Passionate about creating social impact, I'm eager to contribute to projects across sectors like politics, health, and education and etc. I am authorized to work full-time in the UK and thrive in fast-paced, purpose-driven environments.

## PROFESSIONAL EXPERIENCE

### Digital Campaign Volunteer, Pam Cox for Colchester, UK February 2024- July 2024

- \* **Campaign Contributor:** Contributed to the 'Pam Cox for Colchester' campaign, aiding in the Labour Party's first win in the constituency since 1945 and electing Colchester's first female MP with an 8,000-vote majority, in 2024.
- \* Designed and optimized social media content, including graphics and motion elements, to align with platform-specific algorithms and improve audience engagement.
- \* Collaborated with the team to analyse social media response data and use insights to adjust campaign strategies.
- \* Produced and edited multimedia content, including videos of campaign activities, to support strategic communication goals and enhance public visibility.

### Digital Marketing Volunteer, Blue Springs Care Agency Ltd., UK October 2024- Ongoing

- \* Enhancing the organization's social media presence by creating strategies, managing campaigns, and designing promotional materials.
- \* Conducting competitor analysis to refine communication strategies and position the organization effectively within the healthcare industry.
- \* Redesigning the website content in collaboration with the web designing team and contributing to the creation of reports and presentation to communicate campaign progress and results to stakeholders.
- \* Developing marketing assets such as brochures, flyers, and graphics to elevate the company's brand outreach.

### Media Relations Executive, East Delta University Ltd, Bangladesh April 2023- September 2023

- \* Developed and crafted press releases, policy briefings, and media materials to enhance institutional visibility and support strategic communication initiatives
- \* Drafted impactful speeches and op-eds for senior leaders, Created and managed diverse content, including blog posts and social media updates, to drive digital engagement and align with organizational communication goals.
- \* Cultivated and maintained strong relationships with local, national, and international media, providing consistent and strategic engagement to achieve public affairs objectives.

### Creative Assistant, HASH Ltd. — (A Media Production Company), Bangladesh October 2021- March 2023

- \* Supervised creative project development and directed short documentary projects, enhancing communication strategies.
- \* Identified and resolved production challenges, implementing creative solutions to ensure seamless project progression and effective media delivery.
- \* Coordinated with different department to maintain a collaborative environment and achieve project objectives.

## EDUCATION

### MSc 'Politics, Communications and Data analytics', University of Essex October 2023- September 2024 Department of Government

### BA in 'English Literature', BRAC University January 2017- September 2021 Department of English and Humanities

## ACHIEVEMENTS & AWARDS

- **Organized Special Event** for the Ministry of Information and Broadcasting at East Delta University (2023).
- **Co-organized TEDx** and Policy Dialogue Seminar in Bangladesh, enhancing strategic communication (2023).

## SKILLS & INTEREST

- |                                |                             |                          |
|--------------------------------|-----------------------------|--------------------------|
| • Digital Campaign Management  | • Public Affairs and Policy | • Media Relations        |
| • Analytical & Research Skills | • Interest in UK Politics   | • Stakeholder Engagement |

## REFERENCES & PORTFOLIO

Available on request