

# Majeedur Rashid

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## EDUCATION

**Baruch College/CUNY, Zicklin School of Business**

**New York, NY**

*Bachelor of Business Administration*

Expected May 2029

**Major:** Marketing Management

## WORK EXPERIENCE

**MixSpot LLC**

**Brooklyn, NY**

*Marketing Intern*

*March 2026 - May 2026*

- Leveraged ChatGPT, Gemini, Grok, and Claude to develop manga story concepts and audience-focused narratives
- Built AI-assisted creative workflows that improved brainstorming, scripting, and production efficiency by **20%**

**Best Realty Solution**

**Brooklyn, NY**

*Sales Assistant Intern*

*July 2024 - August 2024*

- Managed communication, handling **15+** daily calls to ensure timely, professional responses & enhance satisfaction
- Created and distributed marketing materials, including flyers, increasing client acquisition, sales & brand visibility
- Assisted in coordinating & hosting a successful End of Year event with **75+** attendees, boosting client engagement

**Arya Power Solutions**

**Brooklyn, NY**

*Market Research Analyst Intern*

*January 2024 - April 2024*

- Conducted comprehensive market research through analyzing industry trends and competitor strategies
- Developed the company's branding strategy, including the design of the logo, website, and pitch deck
- Designed and created visually appealing infographics to simplify complex systems for better understanding

**Freelance Graphic Designer & Video Editor**

**Brooklyn, NY**

*Self-Employed*

*October 2020 - Present*

- Delivered 150+ designs and videos for **60+** clients, focusing on branding, social media, and promotional content
- Produced 100+ graphics and edited **50+** videos (short & long-form), enhancing engagement (**100M+ Views**)

## LEADERSHIP & ACTIVITIES

**Marketers of Baruch**

**New York, NY**

*Marketing Chair*

*Jan 2026 – May 2026*

- Created and managed a bi-weekly 6-part design series, Creative Clarity, generating **15.5K+** views and increasing audience engagement through educational branding content
- Produced event recap videos accumulating **30K+** views and contributed to over **600K+** impressions through promotional campaigns and social content
- Led UI design for Bearcat Boost, a student-focused app concept, creating 5 wireframes and contributing to branding, logo design, and app identity

**Student Government**

**New York, NY**

*President*

*October 2024 - June 2025*

- Organized Decemberfest, coordinating **22** acts, ticket sales, performers, and event logistics for a school-wide show with **150+** attendees
- Directed senior apparel and fundraising campaigns, generating **\$2K+** through bake sales while designing hoodies, negotiating vendor pricing, conducting surveys, and building a purchase website
- Managed digital and in-school promotional campaigns, creating custom graphics, senior commitment posts, and event marketing content to increase student engagement

## AWARDS & PROJECTS

**DECA Business Services Marketing (BSM) Regional Competition**

**New York, NY**

*1st Place Regional Winner*

*January 2025*

- Won **1st Place** for presenting a branding and customer relations strategy in a competitive business marketing case

**NFTE Business Idea Competition (Semi Finalist)**

**New York, NY**

*Project: Cheffy*

*November 2022 - May 2023*

- Developed a business concept from ideation to execution, including branding, pitch deck design & market research