

# MOSFEKA ZANNAT

DEVELOPMENT PROFESSIONAL | COPYWRITER |  
STORYTELLER



## CONTACT

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## CORE COMPETENCIES

- Fundraising & Donor Communications
- Digital Storytelling & Campaign Copy
- UX Writing & User Engagement
- Audience Segmentation & Targeted Messaging
- Social Media Strategy & Content Creation
- AI Copywriting Tools (ChatGPT, Copy.ai, Jasper)
- Canva, Adobe Creative Suite, Figma
- Data Analysis & Performance Tracking
- Team Collaboration & Project Management

## AWARDS & RECOGNITIONS

- Feature Changemaker World Pulse:2025
- Global Recognition Award 2024 - For innovative social development work
- Joy Bangla Youth Award - Honoring outstanding youth-led initiatives
- Youth Development Authority of Bangladesh Recognition
- Amader Shomoy Youth Achievement Award

## TECHNICAL SKILLS

- AI Tools: ChatGPT, Copy.ai, Jasper |
- Design: Canva, Adobe Illustrator, Figma |
- Analytics: Google Analytics, Meta Insights |
- Content Management: WordPress, Wix

## LANGUAGES

- Bengali (Native)
- English (Fluent)



## PROFESSIONAL SUMMARY

Creative and impact-driven copywriter and communications strategist with over 15 years of experience in donor communications, digital storytelling, UX writing, and social media engagement. Recognized for using compelling narratives to mobilize support and build meaningful connections across diverse platforms. Proficient in AI-enhanced writing tools and design software, with a data-informed approach to content performance.



## WORK EXPERIENCE

### Co-Founder & Communications Lead

Sombhabona, Dhaka, Bangladesh | 2011 - Present

- Wrote and managed all donor communication, including proposals, email campaigns, newsletters, and social media content, resulting in increased donor engagement and funding.
- Created digital campaigns that reached 100,000+ individuals and raised awareness on education, women's empowerment, and health issues.
- Developed UX-aligned content for web platforms, learning management tools, and donor user journeys.
- Integrated AI tools into workflows to optimize storytelling and copy effectiveness.
- Led cross-functional teams to deliver communication strategies aligned with fundraising goals.

### Media Manager

Extra Communication / story teller (PR Firm) | 2010 - Present

- Developed PR content, press releases, and marketing collateral for corporate and nonprofit clients.
- Managed social media copy and campaign strategy for multiple high-profile brands.
- Recognized as Best Employee 3 times for exceptional writing and media results.

### Plan International |

Research Assistant i 2011-2014

- Designed and implemented a reproductive health awareness campaign in Sitakunda.
- Facilitated focus groups, collected data, and wrote outcome reports and field stories for stakeholders.



## EDUCATION

Master of Governance and development studies 2024-25

Social science | Jahangirnagar University i Bangladesh

GPA: 3.42/ 4.0

Masters and Bachelor of science t 2008- 2016

Mathematics | National University

Second class