

# TAJUDEEN TASFEEHA

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Right to Work: Permanent Resident of Hong Kong

## PERSONAL PROFILE

Final-year Business Management student with foundational work experience in business development, marketing, and event coordination for global firms. Further developing professional career skills with the Amber Foundation Programme as part of the 8th Empower Cohort. A proven team leader and reliable collaborator seeking an internship or part-time role in HR, Marketing, or BD to further enhance core business capabilities and aiming to transition from internships into a full-time role.

## EDUCATION

### City University of Hong Kong

**Bachelor of Business Administration in Management** (Stream: Strategic International Management)

*Sep 2022 - June 2026*

- **Awards & Scholarships:** Dean's List (2024-25), Certificate of Excellence (2024-25), Tin Yuen Keung Scholarship (2024-25), Wong Yuet Ying Scholarship (2023-24), Fubon Bank Scholarship (2023-24)
- **External Award:** Young Women Scholarships, The Zubin Foundation (2022-23)

### HKMA David Li Kwok Po College

*Graduated: 2022*

- English HKDSE level 5, Chinese GCSE level 8

## PROFESSIONAL EXPERIENCE

### ICON APAC - Intern (Business Development)

*Aug 2025 - Aug 2025*

- Orchestrated administrative and logistical operations for the BDMC Rewired Conference 2025, proactively managing schedules and resources to ensure a seamless and professional experience for 80+ attendees, consistently exceeding expectations.
- Engineered a suite of branded marketing materials, ensuring strict adherence to company brand guidelines and visual identity.
- Strategically researched and procured quality speaker gifts, strengthening partner relations and positive stakeholder engagement.

### Withers LLP - Summer Intern (Business Development – Marketing)

*June 2025 - July 2025*

- Delivered strategic research and analysis for the Singapore and Japan office, producing a comprehensive market entry document to support their expansion initiatives.
- Orchestrated end-to-end logistics for client seminars in Hong Kong, managing vendor sourcing, promotion, and on-site execution to ensure seamless engagement.
- Engineered digital content and updated the firm's CRM, creating materials and enhancing database accuracy to support business development efforts.

### Damrich Exchange Limited (Part-time Intern)

*Jan 2024 - Mar 2024*

- Engineered targeted email campaigns that translated complex service details into clear, compelling client communications.
- Art-directed a suite of visual marketing assets (posters, flyers) that elevated brand presence and drove engagement with key services.

## LEADERSHIP & EXTRA-CURRICULAR ACTIVITIES

### Muslim Student Association (CityU) - Vice Chair

*Jan 2025 - Present*

- Lead the strategic direction, drafting proposals and overseeing initiatives that foster cultural awareness and student engagement.
- Manage external relations by contacting suppliers, negotiating partnerships.
- Oversee event execution, including logistics, budgeting, and team coordination, ensuring smooth and cost-effective delivery.

### Student Ambassador (CityU)

*May 2023 - Present*

- Actively participating in event set-up, including arranging seating, preparing materials, and ensuring all necessary equipment are available.
- Actively collaborating with fellow students to plan and execute various initiatives.

### Student Entrepreneurship Programme (CityU) - Vice-chairman/ Marketing manager

*Sep 2022 - May 2023*

- Oversaw the overall management and coordination of various teams, ensuring effective communication and collaboration among members
- Developed and executed comprehensive marketing strategies to promote our project and generate awareness among our target audience.

## SKILLS & CERTIFICATIONS

- **Technical Skills:** Microsoft Office Suite (Advanced Excel & PowerPoint), Canva, Picsart
- **Professional Skills:** Business Development, Event Planning & Logistics, Digital Content Creation, CRM Management, Client & Supplier Relations, Strategic Planning, Public Speaking, Team Collaborating
- **Certifications:** Insurance Intermediary Qualification Examination (Papers I, III, MPF, V) | 2024

## ADDITIONAL

- **Public Speaking:** Invited Speaker for The Zubin Foundation's "Young Women Scholar" series (2023); MC for the "Evenings of Light" event by MSA(2025).
- **Volunteering:** Active volunteer with HandsOn Hong Kong, The Zubin Foundation, and Green Hour, participating in environmental and community service initiatives.
- **Languages & Right to work:** English (Fluent), Cantonese (Fluent), Tamil (Fluent), Hong Kong Permanent Resident