

MOKHLISUR RAHMAN

Diplomatic, hard-working team player with comprehensive problem-solving abilities, willingness to learn, and excellent organizational skills.

CONTACT



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Address

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SKILLS

- SPSS
- Creative Cloud, InDesign
- MS Word, Excel, PowerPoint
- Online Survey Design
- Creative Teaching Ideas
- Photography & Videography Editing

LANGUAGE

English

Bangla

Hindi

EDUCATION

Master of Arts (M.A.) in Communication–University of South Dakota, Vermillion, South Dakota– (May, 2023)

Thesis: “A study of user motivations regarding Facebook video ads and their influence on purchasing intention.”

Master of Social Science (M.S.S.) in Public Administration–Comilla University, Cumilla, Bangladesh– (Dec. 2018)

3.75/4.0 G.P.A.

Bachelor of Social Science (B.S.S.) in Public Administration–Comilla University, Cumilla, Bangladesh– (Dec. 2017)

3.79/4.0 G.P.A.

AWARDS & POSITIONS RECEIVED

- **Graduate Student Senate GSS**
Representing Tombras School of ADPR for 2024–2025, University of Tennessee Knoxville, USA
- **The Graduate Fellowship, University of Tennessee Knoxville, 2023–2029**
- **The Edward J. Meeman Fellowship, University of Tennessee Knoxville, 2024**
- **University Grant Commission, Bangladesh, 2018**
Research Fellowship Grant
- **Youth Exchange Program Best Cadet–NEPAL, 2016**
Youth Ambassador (Best Cadet)

RESEARCH INTEREST

- Environmental/Green Advertising
- Consumer Behavior
- Social Media Advertising
- Consumer’s Online Reviews
- Artificial Intelligence (A.I.) in Consumer Behavior

RESEARCH WORK

- Perception of Social Affiliation and Validation in Online Comments for Social Media Ads (Data Collection Completed)
- Consumers' Confirmation Bias in Green Ads, (Data Collection Completed)
- Analyzing Environmental Ads Messages for Authenticity and Realism, (Under Review)
- "Correlation of motivations to view Facebook video advertisements with willingness to view future advertisements," International Academy of Business Discipline Conference, 2023 (Under 2nd round review)
- "The Degenerative and Unacknowledged Impacts of Global Climate Change and the Potential Freeing Effects of Media Literacy," 2023
- "South Asian societies (post-pandemic) experiences, challenges, and sustainable strategies for reconnecting with the academic world." CSCA Conference, Madison, Wisconsin, 2022
- "Governance in service delivery of Union Parishad (UP) as a local government tier in Bangladesh: study on five union parishads of sadar south upazila." Haq, Md. Nazmul & Rahman, Mokhlisur. 2018

CONFERENCE PRESENTATIONS

- Advertisements are the Power to Fight for Human Rights, ICA-2024, Gold Coast, Australia
- Let's Refine Ideas to Design an Ad to Raise Voices for Human Rights, ICA-2024, Gold Coast, Australia
- "Food security: Strategies for promoting good governance in trade."- 4th International Conference on Global Food Security. 2020, France REF NO: SECU2020_1079
- Personalized Climate Change Advertising: The Role of Augmented Reality (A.R.) Technology in Encouraging Users for Climate Change Action, CSCA Conference, " St. Louis, Missouri, 2023
- "Finding a green friend: An easy way to advocate for our environment." CSCA Conference, " St. Louis, Missouri, 2023
- "TikTok wave hits public speaking genre: A transition in watching the speech from live events to the online platform." CSCA Conference, " St. Louis, Missouri, 2023
- "South Asian societies (post-pandemic) experiences, challenges, and sustainable strategies for reconnecting with the academic world." CSCA Conference, Madison, Wisconsin, 2022

TEACHING EXPERIENCE

Instructor of Records

University of Tennessee Knoxville, Fall-2024

ADPR-365: Social Media Strategy

Responsibility: Teaching independent class. The duties include preparing the syllabus, courses calendar, modules, Canvas Course Pages, quizzes, assignments, engaging homeworks, PowerPoint for all contents, delivering lectures in the class, grading assignments, quizzes, and presentations.

University of Tennessee Knoxville, Summer-2024 (Online)

ADPR-365: Social Media Strategy

Responsibility: Teaching independent class. The duties include preparing the syllabus, courses calendar, modules, Canvas Course Pages, quizzes, assignments, engaging homeworks, PowerPoint for all contents, delivering lectures in the class, grading assignments, quizzes, and presentations.

University of Tennessee Knoxville, Fall 2023

ADVT 310: Advertising Design

Responsibility: Teaching classes. The duties include preparing lectures (PowerPoint for all contents), delivering lectures in the class, grading assignments, and presentations and quizzes.

Graduate Teaching Associate (GTA)

University of Tennessee Knoxville, Spring 2024

ADPR-365: Social Media Strategy

Responsibility: Teaching three independent classes (two Cpt.). The duties include preparing PowerPoint for all contents, delivering lectures in the class, grading assignments, and presentations, hosting weekly GTA meetings, and reporting to the supervisor.

University of Tennessee Knoxville, Fall 2023

ADVT 250: Advertising Principles

Responsibility: Teaching three independent classes (two Cpt.). The duties include preparing PowerPoint for all contents, delivering lectures in the class, grading assignments, and presentations, hosting weekly GTA meetings, and reporting to the supervisor.

University of Tennessee Knoxville, Fall 2023

ADVT 365: Social Media Strategy

Responsibility: Teaching one independent class (one Cpt.). Attended classes with the instructor to learn throughout the semester. The duties include preparing PowerPoint for all contents, delivering lectures in the class, grading assignments, and presentations, hosting weekly GTA meetings, and reporting to the supervisor.

University of Tennessee Knoxville, Fall 2023

ADVT 450: Advertising Management

Responsibility: The duties include attending classes to learn designing and planning and meeting with the supervisor.

University of South Dakota, 2021 - 2023

Graduate Teaching Assistant (Instructor of Record CMST 101)

Responsibility: Teaching an independent class, "CMST 101". The duties include preparing PowerPoint for all contents, delivering lectures in the class, grading all exams, assignments, and presentations, hosting weekly GTA meetings, and reporting to the Basic Course Director (faculty instructor) supervisor.

IDEA Course Evaluation: Student Rating 4.5/5 (Fall22)

University of South Dakota, 2021 - 2022

Instructor at the Presentation Center

Responsibility: Arranging in-person and Zoom recovery presentations for the students, helping to restructure speech outlines, reviewing, and providing presentation feedback.

Comilla University, 2017- 2018

Graduate Teaching Assistant

Responsibility: Teaching "Governance Issues and Theory (301)" helped the professor to prepare lesson plans.

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GUEST LECTURER

- Social Media Analytics, ADPR: 515 & 415 --Social Monitoring Using Sprinklr, 2024, University of Tennessee Knoxville, Fall-2024
- Creative Advertising, ADPR: 250 --Idea Refinement with Green Products, 2023, University of Tennessee Knoxville, Fall-2023
- Branding, ADVT 310, ADPR 365 --Social Media Branding, 2023, University of Tennessee Knoxville, Spring-2024

TRAINING RECEIVED

- **CITI Training**
Group 2 Social Behavioral Research Investigators and Key Personnel on ethical research practices involving human subjects.
- **South Dakota Department of Tourism, 2021**
Online Hospitality Training Program-participated in various stages of exams on tourist and historical attractions of South Dakota.
- **British Council, 2018**
APTIS Training Program-received training on English proficiency skills to teach the students.
- **Bangladesh Computer Council, 2017**
Smart Executive on Soft Skill Training- received training on graphic design, web design related basic skills.
- **Bangladesh Academy for Rural Development (BARD), 2014**
Research Methods Training-participated in field data collection, analysis the data and make report for presentation at the final conference (interview)
- **National Hotel and Tourism Training Institute, 2011**
Travel Agency and Tour Operations National Certificate-received training and in classes lesson on airlines code, airport codes of all international airports of the countries around the world, learning air ticket booking programming, learning tour operation as a tour guide.

YOUTH EXCHANGE

YOUTH EXCHANGE PROGRAM -NEPAL, 2016

Youth Ambassador by Bangladesh National Cadet Corps: Participated a 13 day state visit representing Bangladesh Internationally: Cultural and Military Accomplishments

- Demonstrated organizational skills and discipline through participation in international events, showcasing both cultural heritage and military achievements.

VOLUNTEER AT CONFERENCE

ICA Student Volunteer Program: ICA24, Gold Coast, QLD, Australia

Student Member Volunteer

Responsibility: Pre-Registration Booths: Welcome and help pre-registered attendees locate the badge on self print machines, direct people needing to register to the onsite registration booth, hand out printed programs, help answer basic FAQs & directions to common areas at the conference center.

INTERNSHIP

Holiday Travel Agency, Bangladesh, 2011

Ticketing Officer (Intern)

Responsibility: booking air tickets for the customers, explaining holiday packages, and reporting to the manager.

VOLUNTEER SERVICES

- **Bangladesh National Cadet Corps, 2013**

Annual Training Exercise–received training on military strategies, participating in cultural presentation.

- **Bangladesh National Cadet Corps, 2013**

Battalion Training Exercise–received practical training on military training, self-defense techniques, and cultural presentation.

- **Fund Raiser**

Responsibility: Served as a student cadet, learned safety lessons, using tools and camping in remote areas, received training by military staffs and personnel as a cadet under the civil defense authority in national integrity and emergencies, performing art representation national and international level.

- **Rover**

Responsibility: First aid triaging physical exercise training and camping.

- **Performer (Music)**

Responsibility: Performing drama and background music.

- **Vocalist & Performer**

Responsibility: Organizing events and performing for the social events.

- **Vocalist & Performer**

Responsibility: Organizing events and performing for the academy.

REFERENCES AVAILABLE UPON REQUEST