

Shah Md Emdadul Islam

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Professional profile

Experienced student representative and governance leader with proven experience advising senior university executives on education policy, student engagement, and strategic priorities.

Served as Vice President of Education and Director (Trustee) at South Bank Students' Union, representing over 17,000 students at London South Bank University (LSBU), a large, diverse institution with one of the biggest apprenticeship cohorts in the UK.

Member of the Union Council and senior committees responsible for strategy, finance, audit, and risk, contributing to decision-making at the highest level. Recognised for delivering measurable improvements in student experience, communication, and graduate outcomes through data-led projects and collaborative leadership.

Core skills

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| • Strategic Leadership & Governance | • Project & Campaign Management |
| • Stakeholder Engagement | • Event Planning & Delivery |
| • Public Speaking & Communication | • Digital Communication & Marketing |
| • Data Analysis & Reporting | • Team Collaboration & Training |
| • Microsoft Word, PowerPoint, Excel | |
| • Research & Policy Development | |

Education

BA (Hons) Marketing with advertising and digital communications (with placement), London South Bank University, 2021-Present.

Key Modules: Marketing in a Digital World, Integrated Contemporary Communications, Management, and Organisations, Understanding the Consumer.

A-Levels Equivalent, Jalalabad Cantonment Public school and college, Bangladesh, 2017-2019.

Subjects: Economics, English, Geography.

Grade: GPA 5.00 / 5.00

Career Summary

Vice President of Education, South Bank Students' Union, July 2024 – June 2025.

Full-time elected sabbatical officer role representing all LSBU students. Advisor to the University executives, Academic Board, Student experience committee, Quality and Standard committee and Union Council on education policy and student experience.

Key Achievements:

- Led the *Personal Tutor Support campaign*, reaching over 7,000 students, ensuring timely academic and personalised support across LSBU's diverse student population.
- Embedded visibility of the *Student Voice Tracker* within LSBU's academic structure, supporting improvements in NSS outcomes, particularly in Organisation and Management.
- Delivered the Placement Handbook Project to improve graduate outcomes and employability for nursing and allied health students, ensuring consistent placement guidance and professional preparation.
- Consulted over 140 course representatives to shape industry-focused opportunities; findings informed updates to LSBU's *Career Hub strategy*.
- Actively contributed to senior university committees, ensuring effective representation of student interests in governance and quality enhancement.

Director (Trustee), South Bank Students' Union (SBSU), November 2022 – June 2025.

Member of the Board of Trustees for a registered charity with 30 employees and a seven-figure budget.

Key Achievements:

- Contributed to strategic planning, risk management, and financial oversight, ensuring the Union operated within budget and delivered on key objectives.
- Supported the implementation of a new governance structure, improving transparency and decision-making efficiency.
- Reviewed and approved budgets and policies in line with charity governance requirements.
- Represented the Union at university and public events, building partnerships and advocating for student and community interests.

Student Operations Intern, London South Bank University (LSBU), May 2025 – July 2025.

Key Achievements:

- Supported the management and accuracy of student records using university systems including QL and Kali, processing course changes and enrolment updates.
- Assisted with the preparation and distribution of official student documents such as transcripts and certificates, maintaining accuracy and confidentiality.
- Responded to student enquiries through Salesforce case management, ensuring timely and professional service delivery.
- Contributed to improving administrative workflows within Student Operations and gained valuable insight into the coordination between academic and support teams in delivering a seamless student experience.

Student Ambassador, London South Bank University (LSBU), January 2022 – Present.

Key Achievements:

- Supported university outreach and recruitment events, including open days and school visits.
- Delivered campus tours and Q&A sessions, helping prospective students understand LSBU's academic, wellbeing, and financial support services.
- Assisted the marketing and communications team in developing student-focused content and social media campaigns.

Sports Ambassador, LSBU Active, October 2023 – Present

Key Achievements:

- Founded LSBU's first-ever cricket programme and organised the university's first internal cricket tournament.
- Led the "Just Play Cricket" sessions, which became LSBU Active's most attended programme and won *Social Sports of the Year 2024*.
- Captained LSBU's first competitive cricket team in the Varsity tournament against the University of Greenwich.

Front of house leader, PRET A MANGER, July 2023 – Present

Key Achievements:

- Support daily store operations, including opening and closing procedures, cash handling, and stock management.
- Lead and motivate team members to maintain excellent customer service and operational efficiency in a fast-paced environment.
- Train and onboard new staff, ensuring high standards of quality, consistency, and teamwork.
- Contribute to achieving sales targets and delivering an outstanding in-store experience for every customer.

References are available upon request.
