



## MD. MEHEDI HASAN EMON

### CONTACT

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### TECHNICAL SKILLS

#### ✓ MS Office

PowerPoint- Expert  
Word- Expert  
Excel- Professional

#### ✓ SPSS Statistics

#### ✓ Google Ecosystem

### SOFT SKILLS

- ✓ Good Communication in Bangla and English.
- ✓ Sense of Responsibility
- ✓ Creativity & Critical Thinking
- ✓ Capability to work under Pressure
- ✓ Teamwork
- ✓ Negotiation
- ✓ Time Management
- ✓ Quick Learner
- ✓ Leadership

### CAREER ASPIRATION

To attain the position of skilled Marketing Professional" where I can utilize my expertise to improve stakeholder's relation and profitability of the organization. I want to contribute my skills and abilities for the greater good of the organization. I want to work in such an organizational environment where I can grow myself both professionally and personally.

### WORK EXPERIENCE

#### Research Assistant (RA)

**American International University-Bangladesh**

**August 2018-November 2020**

Research Assistant of

**Farheen Hassan**

**Associate Professor**

**Director, BBA Program, FBA, AIUB**

#### Responsibilities Performed

- Collection of research-based data from respondents
- Conduct & Maintain accurate records of interviews, safeguarding the confidentiality of subjects, as necessary
- Review and edit data to ensure completeness and accuracy of information; follow up with subjects to clarify data collected
- Performing Data analysis activities
- Compilation of survey data in the specified format
- Formatting & organizing survey data
- Developing research project presentation

#### Client Service Intern

**Asiatic Mindshare Bangladesh**

**January 2020-May 2020**

#### Responsibilities Performed

- Maintained customer relationship through an online community for more than 10 clients
- Assisted in making content marketing materials for the clients
- I have assisted the Client service & Planning department on various campaigns for the following brands: BRAC, ACI Wonder Kitchen Care, Bashundhara Noodles, CBL Munchee Bangladesh, Clemon, Clear Up, WaterAid Bangladesh, Bajaj.
- Conducted brand analysis, competitor analysis, consumer behavior analysis, Market research

### EDUCATIONAL BACKGROUND

Degree & Passing year	Institute	Subject	Result
BBA (May 2020)	American International University-Bangladesh (AIUB)	<b>Major: Marketing</b> <b>2nd Major: Operations &amp; Supply Chain Management</b>	3.63/4.00
HSC (2016)	Hatia College (Comilla)	Science	3.17/5.00
SSC (2013)	A.M. High School (Comilla)	Science	5.00/5.00

## EXTRA CURRICULAR ACTIVITIES

### -Participation

- Participated in Strategic Management Poster Exhibition.
- Participated in GSEA Present "Business Plan Exhibition-2019"
- Participated in a workshop on "Assessment for Recruitment"
- Participated in Speed Presents "Master of Marketing Mind".
- Participated in Global Trade Poster Competition "Attracting Foreign Investors"
- Participated in "Start-up Community Market: Market for the Marketers"
- Paper Presenter in "1st AIUB International Conference on Business & Management (AICBM)"
- Participated in "Business problem Solving Challenge in Excel" Competition
- Participated in MIS Digital Poster Competition "Digital Bangladesh"
- Participated in "HR Today and Tomorrow's Poster Competition"

### -Publication

- Tahsina Khan, Syed Mahbubur Rahman, and Md. Mehedi Hasan. 2020. Barriers to Growth of Renewable Energy Technology in Bangladesh: Case of Solar Home System in Rural Regions. In Proceedings of the International Conference on Computing Advancements (ICCA 2020). Association for Computing Machinery, New York, NY, USA, Article 6, 1-6.
- Farheen Hassan, Md. Khaled Amin, Tahsina Khan, Md. Mehedi Hasan Emon, and Afrina Amin. 2020. Roles of Social Influence in Expediting Online Learning Acceptance: A Preliminary Study on Bangladeshi Learners. In Proceedings of the ICCA 2020. Association for Computing Machinery, New York, NY, USA, Article 31, 1-6.
- Khan, T., Hasan F., and Hasan, M.M. (2019). Analyzing Users Perceptions on Solar Electrification: A Study on Villagers in off-grid Regions Published in AIUB Journal of Business and Economics, 16 (1), 71-86.

### -Academic Project Work

- Internship Research Report entitled "Technology Readiness & Awareness Status of Rural Communities on their Usage of Solar Home System (SHS)
- Research Report entitled "Service Quality Perceptions and Patient Satisfaction About the Hospital Service in Bangladesh." & "What factors influence the selection of Higher Education Institution (University) among the Youth in Bangladesh- A Case study.

### -Volunteering Experience

- Event Volunteer in Global Trade Poster Competition "Attracting Foreign Investors"
- Event Planner & Volunteer in "Master of Marketing Jargon"
- Event Volunteer in OSCM Poster Competition
- Event Volunteer in "IDLC Presents BIZTECH 2.0"

## ONLINE COURSE COMPLETION

- **Digital Marketing Specialization** by University of Illinois at Urbana-Champaign on Coursera.
- **Brand & Content Marketing and Market Research & Consumer Behaviour** by IE Business School.
- **Influencer Marketing Strategy** by Rutgers the State University of New Jersey on Coursera.
- **Market Research Specialization** by University of California, Davis on Coursera.
- **Excel Skills for Business Specialization** by Macquarie University on Coursera

## REFERENCES

**Tahsina Khan**

**Deputy Director (Research)**

Centre for Higher Studies and Research  
Bangladesh University of Professionals  
(BUP)

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