

Md. Shahadat Hossain

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Career objectives:

To work in a positive, professional and resourceful environment where I can discuss, discover and develop new ideas and enhance the existing products, with an eye on productivity and commercial landmarks.

Work Experience:

Company name: **MUV.asia** (A concern of ZP technologies Ltd.)

Designation: Marketing Executive

February 2018- October 2018 (9 months)

Duties/Responsibilities:

- ✓ Campaign planning, budgeting and implementation as well as after campaign evaluation and reporting
- ✓ Preparing proposal for vendors
- ✓ Maintaining liaison with vendors and influencers
- ✓ Complaint Management and Customer Support
- ✓ Digital campaign planning and implementation as well as after campaign reporting and Digital content writing.
- ✓ Event planning, budgeting, implementing and ultimately promoting products and services to visitors in event.

Educational Background:

Institution	Degree	Passing Year	Result
University of Dhaka	MBA Major- Management information system	2020 (Expecting)	CGPA- 3.25 (15 Credits completed out of 66 Credits)
American International University Bangladesh	BBA Major- Marketing	2017	3.63
Pear Ali University College	HSC	2014	3.20
Barmi Bazar High School	SSC	2012	3.88

Seminars:

Launching Ceremony of World Marketing Community-2017

Attended the program on where the book called Marketing 4.0 was launched by the Marketing Guru Dr. Philip Kotler and it was organized by Bangladesh Brand Forum at Le Meridian.

Akij Food and Beverage Limited Factory Visit and Seminar

Faculty of Brand and Product management course arranged factory visit to AFBL to gain knowledge about their production and marketing process.

Bangladesh Tea Expo-2018

Attended the seminar where legends from Tea industry were present and through them learned so many new things about the tea industry.

Skills:

Technical Skills		Microsoft Word	●●●●●
		Microsoft Excel	●●●●○
		Microsoft PowerPoint	●●●●○
		Photoshop	●●●○
		SPSS	●●●○
Language Skills		Bangla	●●●●●
		English	●●●●○
Soft skills	Creative in thinking	Leadership	Team Player
	Analytical Ability	Optimistic	Flexible
Digital Marketing skills	Content Development	Social Paid advertising	SMS/ Email marketing
	Banner/display ad	Social Media marketing	Creative strategy
	Google Analytics	SEO	wordpress

Hobbies or Interest:

Collecting coin and notes, Reading novels, Travelling, Hosting, Football

References:

1. Dr. Sahin Akter Sarker
Assistant Professor
Department of Marketing, AIUB
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Phone: 01712294507
2. Stanley Shourov Rozario
HR & Operation manager
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