



AZMAIN HOSSAIN SABBIR

I am a self driven professional with expertise in leadership, lead generation, people management, financial analysis and marketing operations. Proven ability in communication, negotiation, develop strategic partnerships and optimize processes in fast-paced environments. Seeking challenging opportunities where I can contribute to organizational success, and continuously grow through innovation and learning.

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EDUCATION

University of Rajshahi | Bachelor of Business Administration (BBA)

Jan 2020 - May 2025

Major: Accounting and Information Systems

CGPA: 3.63/4

Cantonment College, Jashore | Higher Secondary Certificate (HSC)

July 2017 - July 2019

Group: Business Studies

GPA: 4.83/5

PROFESSIONAL EXPERIENCE

Panjeree Publications Ltd | Executive

June 2025 - Present

- Analyzed publication sales and content performance data using Excel and Power BI.
- Developed 5+ dashboards to track book sales, subject trends, forecasting and seasonal demand.
- Collaborated with editorial and PMD teams to deliver monthly insights for planning and deliver products.

EXTRACURRICULAR ACTIVITIES

Rajshahi University Career Club | President

Jul 2024 - Jun 2025

- Onboarded 37+ companies and facilitated 100+ job placements at RUCC Job Fair 2024.
- Led a 40-member team, optimized workflows, and drove 22% growth in social media engagement.
- Organized competitions and startup summits with BDT 6 lakh prize pools and 20+ startups.
- Mentored 500+ entrepreneurs, supporting startup growth and funding strategies.
- Managed HR functions by setting KPIs and delivering high-impact events efficiently.
- Executed marketing campaigns for 50+ events, boosting brand visibility and meeting KPIs.

BrandEdge | Chairman

Oct 2024 - Feb 2025

- Led BrandEdge, a national business case competition, as Chairman with end-to-end event oversight.
- Secured BDT 3 lakh in sponsorships and managed a prize pool of BDT 1 lakh.
- Attracted 200+ teams nationwide, ensuring strategic partnerships and high-impact execution.

Hult Prize at University of Rajshahi | Expert Adviser

Oct 2024 - Feb 2025

- Advised strategic alignment of 8 social impact initiatives and a business idea competition.
- Guided team to secure BDT 2 lakh in sponsorships and enhance stakeholder engagement.
- Mentored participants on execution, innovation, and impact-driven business models.

SKILLS

Tools: Microsoft Excel | MS PowerPoint | Google Suite | Microsoft Power BI | SQL | ClickUp

Skills: Leadership | Campaign Design | Problem Solving | Communication | Team Management

Financial Analysis & Reporting | People Management | Negotiation | Strategic Thinking

PROJECTS

- BrandEdge - A National Business Case Competition | [Oct 2024 to Feb 2025](#)
- 8th RUCC Job Fair 2024 | [Jan 2024 to Mar 2024](#)
- Youth Startup Summit (Rajshahi & Rangpur Division) | [January 2025](#)
- RUCC Career Fest 2023 | [October 2023](#)
- Youth Entrepreneurship & Startups Training (SME Foundation) | [January 2023](#)

PROFESSIONAL QUALIFICATION

Cost and Management Accountant (CMA) | The Institute of Cost and Management Accountants of Bangladesh (ICMAB)

Passed: 600 marks out of 2000 | 7 Papers (Intermediate Level)

PROJECT PAPER (ACADEMIC)

The Mobile Financial Services: Fast Growing Financial Sector In Bangladesh

ACHIEVEMENTS

- **Champion:** Intra-RUCCian Battle 2021 (Idea Competition) by RUCC | [2022](#)
- **Top 10 (Finalist):** Supply Chain Research Challenge 4.0 by BIHRM | [2024](#)
- **2nd Runner-Up:** HSBC Business Case Competition Intra-RU Round by RUBC | [2022](#)
- **Semi-Finalist:** MARKETINIAC 2021, A Marketing case competition by ARMY IBA | [2023](#)

RESEARCH & PUBLICATION

Dissecting the Poultry Supply Chain: The Economic Influence of Middlemen on Distribution and Pricing Supply Chain Insider: <https://supplychaininsider.org/ojs/index.php/home/article/view/115>

TRAINING & CERTIFICATIONS

- Fundamentals of Digital Marketing – [Google Digital Garage](#)
- Microsoft Excel (Professional Level) – [BYLCx](#)
- Excel Skills for Business – [Udemy](#)
- Graduate of BYLC CareerX Program – [Bangladesh Youth Leadership Center \(BYLC\)](#)
- Microsoft Power BI – [Self Learned](#) (Youtube, free courses, chatgpt, etc)
- Portfolio – [Github](#)

LANGUAGE PROFICIENCY

- **Bangla:** Native
- **English:** Proficient

REFERENCES

Abu Usuf Md. Rashedul Amin

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