

MD. NAHID SHAMS

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BCS Administration Quarter, Nilkhet, Dhaka-1205

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CAREER OBJECTIVE

To become a successful corporate marketing professional with analytical mind, improved value, organizational commitment, rigorous enthusiasm and effective participation.

EDUCATIONAL QUALIFICATION

Bachelor of Business Administration (B.B.A)

CGPA: 3.63 (up to 7th semester)

Passing year: 2011

Major in Marketing

- **Related Coursework:**

Consumer Behavior

Product & Brand management

Pricing Theory & Practice

Business Logistics

Advertising & Public relations

Selling & Sales Promotion

Sales & Retail management

Marketing Research

Examination (H.S.C)

GPA: 5.00

Passing year: 2007

Institution: Govt. Commerce College, Chittagong

Examination (S.S.C)

GPA: 5.00

Passing year: 2005

Institution: Chittagong Police Institution, Chittagong

COMPUTER LITERACY AND LANGUAGE PROFICIENCY

- SPSS, Adobe Photoshop, Macromedia Dreamweaver, Flash 5.0, Surveymonkey, MS Office.
- Effective communication skills in both Bangla and English (Written and spoken).

SEMINAR AND WORKSHOPS

- Attended in a workshop titled '**Career in Advertising**' arranged by Voice of Business and headed by Gausul Alam Shaon, President, Grey Bangladesh Ltd.
- Attended in a workshop on '**Supply Chain management and issues**' organized by Voice of Business.

- Seminar on '**Branding Bangladesh**' arranged by Department of Marketing.

WORK EXPERIENCE:

Part time marketing assistant, Toon Bangla Animation Studio, July & August 2010

- Online as well as telephone conversation with overseas animation studios for order seeking.
- Assisted in preparing marketing campaign for the studio.
- Prepared features to be highlighted in the studio website

KEY SKILLS AND ACCOMPLISHMENTS

- Prepared several innovative business plans featuring animation studio for term paper and well-known competitions including 'HSBC Young Entrepreneurship Award'.
- Solved numerous case problems in brainstorming sessions and competitions including 'bizmaestro'.
- Prepared marketing plan for 'Nestle Pure Life- premium drinking water' as a part of 'Principles of Marketing' course.

SOCIAL AFFILIATION

- Alliance member of '**Dhaka University Career Club (DUCC)**' and work for the career development of the University Students.
- Executive member of students' organization '**Build Better Bangladesh (BBB)**'.
- Member of '**E-marketing Association Limited**' online group.
- Active member of '**Dhaka University Bondhushova**' and participate in organizing cultural programs
- Organize and participate in cultural programs as a member of '**Tarunner Uchhash**', a well-known cultural organization of Chittagong.

PERSONAL INFORMATION

Date of Birth: 30 September 1989
Origin Laxmipur
Sex: Male
Nationality: Bangladeshi
Religion: Islam

INTERESTS AND ACTIVITIES

Singing, drawing, story writing, reading books, blogging, playing chess and tennis.

REFERENCES

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| 1. Dr. Abu Sayeed Talukder Professor Department of Marketing University of Dhaka Contact number: 01711582524 | 2. Dr. Md. Zakir Hossain Bhuiyan Professor Department of Marketing University of Dhaka Contact number: 01712155244 |
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