

# MD Kamrul Islam

BUSINESS SCHOOL GRADUATE · PRODUCT MANAGER

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## Education

### Institute of Business Administration (IBA), University of Dhaka

Dhaka, Bangladesh

BACHELOR OF BUSINESS ADMINISTRATION | CGPA: 3.15 OUT OF 4.00

Jan. 2018 - Nov. 2022

- Marketing major, Economics minor
- GPA 3.90 out of 4.00 in the final semester
- Aggregate GPA of 3.65 in the last 4 semesters

## Work Experience

### Flagship

Dhaka, Bangladesh

SENIOR MARKETING ASSOCIATE

Nov. 2024 - PRESENT

- Led GTM launch of Flagship's first product, Horizon, through a high-impact intro film - resulting in multiple demo bookings
- Envisioned and launched Horizon's first website, positioning it as a premium enterprise solution with Apple and Meta-inspired design.
- Curated MyGP content via Horizon console, maintaining a 25%, outperforming industry benchmarks.
- Produced videos with reimaged and improved client apps with Horizon shorts, leading to multiple demo requests.

### Ilmiya

Remote, United States

MARKEING TEAM LEAD

Jun. 2022 - Jan. 2025

- Onboarded 14 schools into our LMS platform, generating over 20,000 USD monthly revenue in just 6 months.
- Optimized sales sequences and workflows within Freshworks CRM, leading to a 12% conversion increase.
- Managed tasks and projects in tools like Airtable, ClickUp, Asana, Linear, Intercom, HubSpot, Trello, Slack.

### Girmairi

Remote, United States

PRODUCT & BRAND MANAGER

Sep. 2022 - Apr. 2024

- Developed multiple product features with the engineering team and reduced manual workload by 40%.
- Participated in project implementation, working with cross-functional teams in Jira to deliver customizable solutions for clients.
- Designed UI/UX variations (using Figma) of the product based on the several functionalities of our application.

### Protttoy EdTech

Dhaka, Bangladesh

CMO & CO-FOUNDER

Aug. 2020 - Sep. 2022

- Launched Bangladesh's first visual learning mobile app that more than 10,000 students are still using.
- Activated country's first Memory Olympiad - Mnemomania, which 113,000+ students across the map attended.
- Raised a grand total of 50,000 USD in pre-seed and seed funding rounds.

## Teaching Experience

### Mentors'

Dhaka, Bangladesh

ENGLISH & IELTS INSTRUCTOR

May. 2019 - Dec. 2021

- Instructed and guided over 200 students in IELTS curriculum and content.
- Mentored university admission seekers, especially DU-IBA aspirants, in developing English language proficiency and writing ability.

### Sunrise Coaching Center

Dhaka, Bangladesh

ENGLISH INSTRUCTOR

July. 2018 - Feb. 2022

- Guided DU-IBA admission seekers for their English part of the admission exam.
- Curated lecture sheets and exam papers for the classes.

### Protttoy EdTech

Dhaka, Bangladesh

LEAD INSTRUCTOR, ENGLISH LANGUAGE

Aug. 2020 - Sep. 2022

- Developed complete academic course contents, including tutorial videos and exercise quizzes for HSC and SSC examinees with other English course teachers.

## Internships

### Just Storys Ltd.

CONTENT STRATEGIST

- Award-winning advertising agency that provides 360 brand content solutions - from planning to execution.
- Responsibilities included: Copywriting, Client communication, Event planning & management.

Dhaka, Bangladesh

Sep. 2021 - May. 2022

### VintValley

CONTENT SPECIALIST

- Investment firm headquartered in Ottawa, Ontario, Canada that performs active investments in diverse asset classes.
- Responsibilities included: Website development, SEO marketing, Blog content writing.

Remote, Canada

Jul. 2020 - Dec. 2020

### Newton's Archive

VALUE CHAIN MANAGER

- Pioneering scented-candle brand in Bangladesh that won multiple national accolades including the prestigious 'Women of Tomorrow' award.
- Responsibilities included: Inventory management, Financial performance analysis, Product line development, Social media management.

Dhaka, Bangladesh

Jun. 2019 - Aug. 2020

### Upthrust.Co

CONTENT DEVELOPER

- Content blog that explores a variety of topics, ranging from business and entrepreneurship to storytelling and self-growth.
- Responsibilities included: Project management, Content writing, Blog content planning.

Remote, United States

Jun. 2019 - Aug. 2020

## Projects

### AutoStock

BLOCKCHAIN-BASED STOCK MARKET AUTOMATION SYSTEM

- Introduced the concept of integrating a public permission blockchain solution for Dhaka Stock Exchange (DSE).
- Proposed smart contracts to eliminate all the manual processes of DSE, fully automating trade, cash clearance, and settlements.
- Received Silver Award (2nd position nationally) for our project by the Blockchain Olympiad Bangladesh.

Dhaka, Bangladesh

Mar. 2021

### MediTech Bangla

BLOCKCHAIN-BASED ELECTRONIC HEALTH RECORD SYSTEM

- Prototyped a blockchain solution using Hyperledger Fabric for business network governance and BigchainDB for infrastructure governance.
- Ranked 5th in the national round for our project by the Blockchain Olympiad Bangladesh, hence securing our team a slot for the global round.

CityU, Hong Kong

Jul. 2020

## Writing

### HyperAd Digital Production House

SCRIPT & STORY WRITER

- As a passion project, I started writing short stories, which were later picked up by HyperAd Digital to produce short films.
- Collaborated with UNDP for several awareness-inducing short films on the marginal communities of Bangladesh.

Dhaka, Bangladesh

Sep. 2022 - PRESENT

## Honors & Awards

### INTERNATIONAL

2021 **Award of Merit**, International Blockchain Olympiad - Global Final

Dhaka, Bangladesh

2020 **Award of Merit**, International Blockchain Olympiad - Global Final

CityU, Hong Kong

### DOMESTIC

2021 **Silver Award**, Blockchain Olympiad Bangladesh

Dhaka, Bangladesh

2020 **5th Place**, Blockchain Olympiad Bangladesh

Dhaka, Bangladesh

2020 **Quarter-Finalist**, HSBC Business Case Competition

Dhaka, Bangladesh

## Scores & Certifications

2023 **GRE**, Total 315 | AWA 4.5, Verbal 153, Quant 162

ETS

2023 **IELTS**, Overall 8.0 | L-8.5, R-9.0, W-7.0, S-7.5

British Council

2020 **Excel Skills for Business**, Macquarie University

Coursera

2020 **Introduction to Psychology**, Yale University

Coursera

2020 **Blockchain: Foundations and Use Cases**, ConsenSys Academy

Coursera