

MD Kamrul Islam

BUSINESS SCHOOL SENIOR • IBA, UNIVERSITY OF DHAKA

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“ Aiming to redefine the marketing world by incorporating psychological perspective analysis of consumers and purchasers in order to boost the profitability index of projects. ”

Short Resumé

Aug 2020–PRESENT

PROTTOY

Co-FOUNDER · CMO 📍

Leading Prottoy marketing team to promote Prottoy Visual Learning App which is looking to reduce geographical and financial constraints from education and handling media buying, campaign planning, campaign activation, social media engagement and PR activities.

Sep 2021–PRESENT

JUST STORIES

CONTENT STRATEGIST · Dhaka 📍

Learning Content Marketing through creative writings, content planning and story telling for brands like Unilever, Marico, Pran.

Jul 2020–Dec 2020

VINTVALLEY

CONTENT SPECIALIST · Dhaka 📍

Administered and developed the official blog for VintVally- 'VintVoice', along with engaging in US and Canada market research for investment analysis.

Jun 2019–Aug 2020

NEWTON'S ARCHIVE

VALUE CHAIN MANAGER · Dhk 📍

Have worked as the overseer of the supply chain process and as a product developer for the pioneering scented-candle brand in Bangladesh.

Nov 2018–Oct 2019

UPTHRUST.CO

CONTENT DEVELOPER · Dhaka 📍

Developed consumer targeting strategy with the Content Planning team with a view to increasing consumer engagements in the digital platform.

Sep 2018–Apr 2019

PAPERMAN-BD

Co-FOUNDER · Co-Owner 📍

Paperman-BD is an online book store offering a wide range of fictional and non-fictional books all over the country.

Education

ONGOING

B.B.A. (Mkt Major, Econ Minor)

CGPA 3.1 · Institute of Business Administration, Dhaka University 🏛

2017

H.S.C. (Science)

GPA 5.00 · Dhaka College 🏛

2015

S.S.C. (Science)

GPA 5.00 · Government Laboratory High School 🏛

Skills & Competencies

Soft Skills

Leadership, Project Management, Team Building, Content Creation, Problem Solving

Hard Skills

Microsoft Office, Story Telling, Visualization, Blogging, SEO, Google Analytics

Achievements

2021

National Silver Medalist at Int'l Blockchain Olympiad

2020

Global Finalist at Int'l Blockchain Olympiad

2020

Quarter-finalist at HSBC Business Case Competition

2012

Runners-up at Independence Day Essay Competition

References

A.T.M. JAKARIA KHAN

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