

# MD Kamrul Islam

BUSINESS SCHOOL SENIOR • IBA, UNIVERSITY OF DHAKA

Flat 3-A, House 9, Samata Angelica, Navana Garden, Kallyanpur, Dhaka-1207.

✉ kiomi920@gmail.com | ☎ +880-1551818108 | 📠 MD Kamrul Islam

in [www.linkedin.com/in/md-k-islam](https://www.linkedin.com/in/md-k-islam) | 🏠 <https://mdkislam.netlify.app/>

“ 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

2022 **B.B.A. (Mkt Major, Econ Minor)**

CGPA 3.2 · 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

Assistant Professor, IBA, Dhaka University  
Moderator, IBA Communication Club  
Contact: +88-02-9661900  
Email: [jakaria@iba-du.edu](mailto:jakaria@iba-du.edu)

RAHNUMA AHSAN RAIMA

Managing Director  
AG Foods Limited  
Contact: +88-01811443705  
Email: [rahnuma.ag@gmail.com](mailto:rahnuma.ag@gmail.com)