



LOOKING FORWARD TO AN OPPORTUNITY TO WORK AS A MARKETING PROFESSIONAL

PROFILE

- ◆ Seasoned professional with multiple years of progressive experience in marketing and sales
- ◆ Ability to perform under extreme pressure and fulfil targets
- ◆ Experience working in North America (USA) and Bangladesh
- ◆ MBA from Grand Canyon University, Phoenix, AZ, USA
- ◆ A visionary who sees the big picture; excellent as a team player to accomplish the ultimate goal.

SKILLS HIGHLIGHTS

- ◆ Proficient in use of MS Word, Excel, Power Point, Outlook, basic Java, Google Ads and Analytics, webpage design, social media marketing, video editing, on page and off page SEO
- ◆ Wide exposure to a diverse range of industries related to marketing and sales
- ◆ Effective in market research, budgeting, long-term planning and sales projections
- ◆ Committed to follow procedures and keeping accurate records
- ◆ Multi-task and complete assignments in a team-oriented environment

Skilled in the following:

- | | |
|--------------------------------------|--|
| ✓ Leadership skills | ✓ Marketing research |
| ✓ Sales development of a new product | ✓ Client development |
| ✓ Sales driven marketing | ✓ Social media marketing |
| ✓ Branding and strategic marketing | ✓ Retaining customers through great people skill |

CAREER HISTORY

ASSISTANT MANAGER, MARKETING
SCT TECHNOLOGIES, USA

November 2018 - October 2019

Researched Florida's local market and made huge databases with client information to effectively do email marketing, Facebook marketing and other sales generating planning.

- ◆ Managing a team by gathering current marketplace information on pricing, products, value proposition etc.
- ◆ Resolving customers' complaints by investigating problems; developing solutions; preparing reports; making recommendations to management
- ◆ Contributing to team effort by accomplishing related result as needed
- ◆ Focusing sales efforts by studying existing and potential competitors

ASSISTANT MANAGER, SALES
SECURITY CAMERA TEAM, WPB, FLORIDA, USA

August 2015 - July 2016

Ensured the sales target, day-to-day sales operation, and development of a marketing network

- ♦ Effectively ran a sales team
- ♦ Evaluated prospective customer group to develop sales
- ♦ Provided clear product direction based on key market relevance
- ♦ Updated the Marketing and Sales Manager, about latest business situations during the routine sales meetings
- ♦ Ensured that the sales team members address to high standards of ethics and corporate behavior
- ♦ Ensured smooth procedure of the day to day sales of the company

MARKETING EXECUTIVE
DATAPARK (BD) LIMITED, DHAKA, BANGLADESH

January 2010 - May 2012

Established market presence of Datapark's various services as it was a startup when I joined.

- ♦ Developed new ideas for marketing
- ♦ Coordinated events
- ♦ Designed day to day marketing development activities
- ♦ Designed new advertisement for print media
- ♦ Updated management about marketing situations and requirements for marketing

PROFESSIONAL QUALIFICATIONS

MASTERS OF BUSINESS ADMINISTRATION
GRAND CANYON UNIVERSITY, PHOENIX, AZ, USA

2015

BACHELOR OF BUSINESS ADMINISTRATION (Major- Marketing)
NORTH SOUTH UNIVERSITY, DHAKA, BANGLADESH

2012

CERTIFICATIONS

- ♦ Digital Marketing certification from Coders Trust Bangladesh.
- ♦ Export Marketing certification from Bangladesh Institute of Plastic Engineering and Technology (BIPET).

ACTIVITIES / INTERESTS

- ♦ Developing new skills, learning about Islamic history, staying updated with the latest trends in technology.
- ♦ Playing and watching live cricket and tennis.