



Md. Khalid Hasan



Career Objective

To pursue a challenging position that utilize my knowledge, skills and experience, while allowing me the opportunity to grow professionally.



Educational Qualification

2020	BBA Institute of Business Administration University of Rajshahi Major- Finance CGPA- 3.59/4.00
2015	HSC Chuadanga Govt. College, Chuadanga Business Studies GPA- 4.68/5.00
2013	SSC Chuadanga Adarsha High School Business Studies GPA- 5.00/5.00



Contact

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Software Literacy

MS Office Application

R for Data Analysis

SPSS



Key Skills

- Leadership
- Negotiation Skills
- Customer Service skills
- Excellent communication skills
- Team Management



Professional Experience



Marketing Contractual

Arla Foods Bangladesh Limited

(February 2021 to October 2021)

Responsibilities :

- ✓ Execution lead of Dano Growth Shakti Brand Promoter Activation in Dhaka and Sylhet
- ✓ Cluster wise route plan for nation wide Caravan Activation
- ✓ Conducting Training for executing DGS BP, DDP Caravan and Garments Activation
- ✓ Execution lead of Dano Daily Pushti Caravan And Garments Activation
- ✓ Collecting raw data from 5 Agencies and finding national sales growth.
- ✓ Making Consumer Journey for OB validation of raw data and finding Consumer Conversion and Retention Ratio.
- ✓ Leading Ramadan 2021 Retailer loyalty Campaign-SMS burst



Intern, Key Accounts & E-Commerce

Arla Foods Bangladesh Limited

(September 2020 to January 2021)

Responsibilities :

- ✓ Ensuring Primary and Secondary Sales
- ✓ Leading, improving & monitoring distributor's field force to ensure sales target achievement
- ✓ Acquiring Customer data, product visibility and competitor analysis through market visit
- ✓ Creating new business opportunities with new E-Commerce platforms and Supershops



Languages



Bangla



English



Interests

- ✓ Travelling
- ✓ Listening music
- ✓ Social work
- ✓ Learning new things



Achievement

- Champion at Business Game organized by The Association of Chartered Certified Accountants (ACCA)
- Runner up at RUCC case competition 2018
- Jessore Board Scholarship 2013
- IBBL Merit Scholarship 2013



Reference

Galib Bin Mohammad

Head of Marketing

Arla Foods Bangladesh Ltd.

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Contact: +8801713270606

Faisal Bin Kamal

Brand Manager

Arla Foods Bangladesh Ltd.

Email: faika@arlafoods.com

Contact: +880 1714045213



Intern, Branch Governance

BRAC Bank Limited

(February 2020 – May 2020)

Responsibilities :

- ✓ Collecting data from all the branches for surveying on several projects.
- ✓ Updating Retail and SME accounts through telephonic conversation.
- ✓ Facilitating the flow of information through all the branches
- ✓ Preparing the SMS and Email communication that will be sent to the customers with missing information on AOF (Account Opening Form)
- ✓ Check and arrange branch locker information and account opening data.



Professional Qualification

Cost and Management Accountant (CMA)

(August 2017 - Present)

The Institute of Cost and Management Accountants of Bangladesh (ICMAB)

Level: Operational (1000 marks completed)



Expertise Training

- ✓ Business Analysis with R from Islamic University of Technology (IUT), Gazipur, Dhaka (5 Days)
- ✓ Statistical Computing course on MS Excel, SPSS, & Research Methodology from Dpt. of Statistics, University of Rajshahi (3 Months)
- ✓ Digital Branding and Engagement by EDX from Curtin University (Online- 4 weeks)
- ✓ Sales Management by Coursera from St. Petersburg Polytechnic University (Online- 3 Weeks)
- ✓ Successful Negotiation: Essential Strategies and Skills by Coursera from University of Michigan (Online-6 weeks)



Organizational Experience

- ❑ **Vice-president (December 2018 – December 2020)**
Culture Wing, IBA Business Club, University of Rajshahi
- ❑ **Founder and President (August 2018 – August 2020)**
Sumirdia Social Welfare Foundation(SSWF), Chuadanga
- ❑ **Teaching Associate (January 2017- December 2019)**
Nobojagoron Foundation, University of Rajshahi



Participations

- ✓ Participated in ISCEA PTAK PRIZE Case competition 2020 on Supply Chain Management
- ✓ Participated in Samsung Edge 2019 organized by RUCC
- ✓ Participated Budget Olympiad 2019 organized by RUCC
- ✓ Participated in Business Game 2018 & 2019 organized by ACCA