

KAUSAR HASAN SHANTO



House no: 272(1st Floor), Road no: 1
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15th August, 1994



Career Objective

To take on challenging assignments using my knowledge and personal skills to be instrumental in the organizational growth & want to be skilled to compete in the challenging world business.

Educational Qualifications

Certificate/ Degree	Institution	Discipline	CGPA	Passing Year	Board
Masters of Business Administration	University of Dhaka	Marketing	3.78	2019	Dhaka
Bachelor of Business Administration	American International University-Bangladesh	Accounting & Finance	3.83 (Out of 4)	2016	Dhaka
Higher Secondary Certificate	B. A. F. Shaheen College, Tejgaon	Business Studies	5 (Out of 5)	2011	Dhaka
Secondary School Certificate	Civil Aviation High School, Tejgaon	Business Studies	4.63 (Out of 5)	2009	Dhaka

Work Experience

Company Name: NISA Software Limited

Department: Marketing

Designation: Marketing Executive (December 1, 2015 – August, 2017)

Key Responsibilities

- Introduce buyers about the software with a demo presentation.
- Establish a relationship with customer and Specialist software team.
- Prepare copy for all marketing collateral, including brochures, letters, emails.
- Maintain and update customer database.

- Conduct market research & Monitoring competitor activity.
- Conceiving and developing efficient and intuitive marketing strategies.

Research Experience

- Research on “Inflation effect on consumer in Dhaka city” supervised by Prof. Dr. Faruque Hossain, AIUB.
- Research on “Customer perception towards online food delivery service in Dhaka city” supervised by Prof. Dr. Nasrin Akter, University of Dhaka.

Skills

Analytical

Technical analysis, Data Analysis, critical thinking, Market Research, Strategic planning

Computer

Good command in MS Word, MS PowerPoint, MS Excel, Prezi, wordpress and little photoshop skills

Interpersonal

Excellent Communication skills, Leadership, presentation, negotiation

Language

Excellent Reading, Writing, Speaking and Listening skills in English and Bengali

Extracurricular activities

- General member at AIUB photography club.
- General member Able Aid foundation.

References

Abdul Mannan Shameem
Business Analyst – Supply Chain
Nestle Bangladesh Ltd.
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Prof. Dr. Md. Faruque Hossain
Professor
Department of Operations Management
American International University-Bangladesh
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Certification

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

