



Areez Afsar Khan

Date of Birth:	4 November 1990	Address:	Genetic Huq Garden, Apt-3AB, House#1, Road#1, Ring Road, Shamoli, Dhaka-1207, Bangladesh.
Nationality:	Bangladesh		
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EXPERIENCE & MILESTONE

- 3 years of experience in **managing digital services**
- 5 years of experience in **leading student communities**
- 7 years of experience in **marketing production & event management**
- 2 years of experience in **ATL & BTL marketing**
- 4 years of experience as a **negotiator in fundraising** and a success history of raising approx. **BDT 15 million**
- Skilled in **writing technical & development** project documentations, reports & manuals
- 4 years of experience in managing visualizers and graphics designers. Skills attained while running a creative agency
- 3 years of experience in web development using **WordPress, HTML5+CSS3, Bootstrap, PHP, JavaScript**, etc.
- Skills in using **Microsoft Project Professional** software

WORK EXPERIENCE

Oct 2015 - present

Managing Partner,

Second Thought 360°, Dhaka, Bangladesh

Website: www.secondthought360.com

Responsibilities:

- Drive the development of the agency's digital operations and multi-channel strategy
- Managing team of digital campaign and brand strategists
- Monitoring traditional and online campaigns, digital advertising, website customization and optimization, online footprint development, etc.
- Provides leadership when necessary in developing, negotiating and implementing creative media solutions
- Confer with outside agencies and marketing teams to establish media goals and strategies

Sept 2014 – Oct 2015

Assistant Manager – Marketing & Business Dev,
EATLApps™ &

Ethics Advance Technology Ltd. (EATL)

Website: www.eatlapps.com

Responsibilities:

- Acting as **operation head of EATLApps Store** - country's only mobile app store
- Business development planning and designing marketing campaigns for EATLApps™ store
- **Activations design** of several ICT4D projects
- Writing RFP, EOI, business and software development proposals
- **Initiating bidding process** among the vendors
- Building **media plans** for mobile apps and its campaign
- Organizing year-long **EATL-Prothom Alo Apps Contest** and managed both technical and non-technical student communities
- Been involved in projects supervised by ICT Division, Ministry of Post, Telecommunication & Information Technology:
 - 1) **Learning & Earning Development Project** (<http://basicitliteracy.com>)
 - 2) **National Mobile Application Trainer and & Innovating Application Development Program** (<http://www.national500apps.com>)
 - 3) **National Mobile Application Development Program supported by EATL & MCC**

Nov 2013 – June 2014

Business Evangelism Support – DX followed by Business Internship

Microsoft Bangladesh Limited, Dhaka Office

Responsibilities:

- Writing multiple **technical project documents (mobile apps)**, business proposals, outlining event **sponsorship scopes**, mobile app development proposals, press releases, etc.
- Leading Microsoft Student Partners (MSP) - the student developer communities active in 14 different university chapters

WORK EXPERIENCE (contd.)

- Meeting with multiple marketing and event management agencies to initiate bidding process, optimize expenditure and forward follow-ups
- Involved in several event sponsorship related negotiation meetings
- Organized **Microsoft Imagine Cup Bangladesh 2014** – regional competition of a renowned youth event

EDUCATION

2016

Bachelor in Business Administration | BBA

North South University, Dhaka, Bangladesh

Major: **Marketing**

2007

Higher Secondary Certificate | HSC

Govt. City College, Chittagong, Bangladesh

Group: Science

2005

Secondary School Certificate | SSC

Bakolia High School, Chittagong, Bangladesh

Group: Science

LEADERSHIP EXPERIENCE

Jan 2015 - present

Director - IT

Alumni Association of North South University | AANSU

Executive Committee 2015

Website: www.aansu.net

Oct 2011 – Jun 2013

President

North South University Computer Club (NSUCC)

Website: www.nsucc.org

Nov 2007 – Jan 2008

Technical Team Leader

Bangladesh Election Commission

National Voter Listing Project

TRAINING

- Maintaining & Managing a Microsoft Client OS
 - Maintaining & Managing Windows Server 2003 Environment
 - Administering Active Directory Domain in Windows Server 2003 Environment
- New Horizons CLC, Chittagong | June-July 2005**

VOLUNTARY ACTIVITIES

Key events organized and volunteered are listed below:

- ✓ Head Usher & Team leader – NSU Convocation 2013
- ✓ Head Usher – NSU Convocation 2011 & 2012
- ✓ Organizing Committee Lead of NSU Club Carnival 2011, 2012 & 2013
- ✓ Lead - Volunteer Committee – “ACM-ICPC Dhaka Regional Site” event of 2013

SKILLS

English
Bengali
HTML+CSS
JavaScript
WordPress CMS
Microsoft Office
Microsoft Project Professional
Adobe Photoshop
Adobe Illustrator
Document Compilation
Computer Networking
Team Leadership
Project Planning

REFERENCES

Tanzim Saqib

Microsoft Bangladesh

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Relationship: Supervisor

Amzad Hussain

FBCCI, JCI & Janata Group

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Relationship: Mentor

Digital Signature