

UPAMA CHAKMA

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SUMMARY: An experienced professional who is passionate to drive business excellence by utilizing skillsets in data analysis, finance, trade marketing & retail operations. Have worked in FMCG (BATB), done marketing consultancy and am also a proud & contributing alumni of the several NSU clubs & societies.

WORK EXPERIENCE:

British American Tobacco, Dhaka (FEB 2019 – JUN 2019)

Xcelerate Graduate Intern, Rotation across Marketing & Treasury Finance

- Ensured in-time financial closure support for a range of product categories.
- Conducted Data Analysis (using IBM Lotus & BATB Business Intelligence tools)
- Managed complex consultations and negotiations with stakeholders.
- Supported Import/Export processing, Letter of Credit Issuance, Fund Management, PO Issuance
- Followed-up on payable collections & extending credit, as per business policy.
- Conceptualized compliant visual merchandising, in relations to statutory & business guidelines.

Bridge Blue Global, Dhaka (OCT 2018 – DEC 2018)

Marketing & Social Media Manager

Managing all the communications for project deployments (external & internal)

- Digital content (Social Media & Web) management
- Physical material design & production overview
- Events Planning & Execution

VOLUNTARY CONTRIBUTIONS:

1. MEMBER OF INTERNATIONAL BUSINESS CLUB

It is the sole business club of NSU that provides a platform for its students to engage in extracurricular activities.

- ❖ Awarded as the top performer in Spring of 2016

2. CASE COMPETITIONS & PROJECT

- ❖ 2nd Runner Up in Petromax LPG Limited Inter University business competition - BIZ ACES 2018
- ❖ Participated in Socio camp 7(Semi finalist), HR calibration 2018 (Semi finalist), Sellstation 2017

EDUCATION:

1. 2015– 2019, NORTH SOUTH UNIVERSITY

Dhaka, Bangladesh

Bachelor of Business Administration (Marketing Major)

CGPA 3.12/4.00

- ❖ Global Village Champion - International Business 372 – Intra NSU Global Village Exhibition – 2016

2. 2010 JAN – MILESTONE SCHOOL & COLLEGE, DHAKA

SSC Board Examination, Concentration: Business Studies

GPA: 4.94/5.00

- ❖ Merit Scholarship Recipient; Class Monitor in '10 & '11

3. 2013 JAN – HOLY CROSS COLLEGE, DHAKA

HSC Board Examination, Concentration: Business Studies

GPA: 4.88/5.00

- ❖ Class Monitor; Inter College Baseball Champion – 2011

REFERENCES:

Abdallah Talukdar

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