



MEHENAZ HOSSAIN

PROFILE

Willing to work in a challenging role of any growth oriented organization where there is a strong environment of accepting, sharing, and rewarding better ideas and to prove myself as a core contributing resource towards accomplishment of organizational goal.

CONTACT

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ADDRESS

Living Sarwar Meher Tower
House: 31-34, Shiddeshwari Lane
Dhaka, 1217
Bangladesh

DATE OF BIRTH

29th October, 1995

EDUCATION

Master of Business Administration (MBA)

East West University (2019-Present); CGPA- 3.17

Bachelor of Business Administration (BBA)

Major: Human resource management and Minor: Marketing.
East West University (2018), CGPA- 2.47

Higher Secondary Certificate (HSC)

Ideal School & College (2012), GPA 4.60,

Secondary School Certificate (SSC)

Moghbazer Girls High School (2010), GPA 4.44

WORK EXPERIENCE

Astute Horse Business & Marketing Solutions Ltd.

Designation: Executive, Marketing (01.09.2019- 31.08.2020)

Job Responsibilities:

- ✓ Handling the key accounts.
- ✓ Maintain communication and relationship with the existing and prospective clients and design different content offers according to their requirements.
- ✓ Coordinate with other departments.
- ✓ Generate creative ideas for content marketing.
- ✓ Look after digital marketing activities.
- ✓ Deliver monthly reports related to digital marketing activities
- ✓ Prepare and deliver customer billing and maintain bill register

ACI Motors Ltd.

Designation: Officer, Digital marketing (06.06.2018 – 31.05.2019)

Job Responsibilities:

- ✓ Provide creative ideas for content marketing.
- ✓ Make monthly Yamaha Motorcycle digital plan.
- ✓ Support planning, execution, and reporting social campaigns and media programs.
- ✓ Follow up Advertisement agencies for digital platform.
- ✓ Manage query in Social media platform.
- ✓ Responsible for make daily service and dealer complain & hot customers report of Yamaha Motorcycle Bangladesh.
- ✓ Responsible for working with Sales team to onboard and integrate new customers and developing existing customers relationship

ACI Formulation Ltd.

Designation: Intern (06.01.2018 – 30.04.2018)

Job Responsibilities:

- ✓ Monitoring Sales promotion officers.
- ✓ Manage Crop Care Digital Dash board.
- ✓ Responsible for working with Regional Sales Managers to know per region sales growth.
- ✓ Generate reports that analyze competition and customers.
- ✓ Create questionnaires and surveys

SKILL

- ✓ Excellent communication skill across the levels and situations;
- ✓ Ability to perform the under pressure as a team player;
- ✓ Positive and pro-active attitude with immense self—motivation;
- ✓ Hardworking, responsible, dynamic and accommodating
- ✓ Habit of time management;
- ✓ Precise and effective decision making;
- ✓ Leadership quality;
- ✓ Adaptability in all situation
- ✓ Sound knowledge in MS Office with advance skills in MS Excel, MS Word & MS PowerPoint.
- ✓ Excellent communication skill in terms of understanding speaking and writing both in English and Bengali.

References

M. Shahadat Hossain
CEO
Astute Horse Business and Marketing Solution Ltd.
Contact No.: +8801978257475
[Email: ceo@astutehorse.com](mailto:ceo@astutehorse.com)

MAJOR TRAINING AND WORKSHOPS

- ✓ Attended training on Basic google AdWords at ACI Motors Ltd.
- ✓ Attended training on HRIS in Excel at East West University
- ✓ During graduation, I attended various training courses including Basic MS excel & MS word and seminars on different issues like “Macro Economic Challenges in Bangladesh” in the Faculty of Business Studies of the East West University
- ✓ Basic Red cross/ Red Crescent & First Aid Training at National Headquarters Red Crescent Youth, Bangladesh Red Crescent Society.

EXTRACURRICULAR ACTIVITIES AND VOLUNTARY WORK

Dr. Md. Abdul Momen
Assistant Professor
Department of Business Administration
East West University
Contact No : +8801733503949
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- ✓ Activist at Actionaid Bangladesh
- ✓ Red Crescent Youth Volunteer & Leader of Moghbazar Girls High School.
- ✓ Member of Girls Guide
- ✓ Football Player of EWU AMIGOS Team & East West University Sports Club
- ✓ Basketball Player of East West University Sports Club
- ✓ Member of Bangladesh Karate Federation