

# CURRICULUM VITAE



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## WAHIDUR RAHMAN

### OBJECTIVE

To get involved in different national, international programs where I can administer my academic learning and pragmatically use knowledge and skills so that I can endure in the job market to exhibit my interpersonal skills.

### PERSONAL INFORMATION

Father's Name: Shahidur Rahman  
Mother's Name: Nila Rahman  
Nationality: Bangladeshi  
Date of Birth: 23-11-1993  
Blood group: AB+ (Ve)  
Religion: Islam  
NID Number: 1957887274  
Passport number: BR0977062

### EXPERIENCE

#### 1. **Company: Rasel Industries LTD.**

**Designation:** Territory officer (Dhaka)

**Duration:** December 4, 2021 to Present

#### **Job duty:**

- Traveling throughout an assigned territory to train and guide sales representatives
- Maintaining solid working relationships with dealer and customer by ensuring that their needs are met and resolving complaints in a timely manner
- Continually meeting or exceeding sales targets by persuading customers within an assigned territory to purchase company products and services.
- Analyzing sales and marketing data to determine the most effective sales and marketing techniques
- Developing innovative sales strategies to increase sales within an assigned territory
- Conducting surveys to better understand customer needs
- Discuss or brainstorming with the marketing team regarding branding and marketing plan for implementation
- Generating social media posts for a current events or any upcoming events for increasing brand awareness
- Managing Club KPR to use them in an effective way to get the highest level of outcome or sales target.

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## 2. Company: AdCast Limited

**Designation:** Senior Executive, Business Development

**Duration:** March 2019 to November 2021

**Job duty:**

- Oversee the sales process to attract new clients
- Work with senior team members to identify and manage risk
- Maintain fruitful relationships with clients and address their needs effectively
- Researching organizations and individuals online (especially on social media) to identify new leads and potential new markets
- Researching the needs of other companies and learning who makes decisions about purchasing
- Contacting potential clients via email or phone to establish reports and set up meetings
- Prepare and deliver pitches to potential clients
- Training personnel and helping team members develop their skills
- Planning and overseeing new marketing initiatives
- Negotiating and renegotiating by phone, email, and in-person
- Researching on contents for the entertainment of the passengers

## 3. Company: Nestle Bangladesh (Marketing, Contractual)

**Duration:** September 2017 to September 2018

**Designation:** External, Marketing (Maggi)

**Job duty:**

- Package designing.
- Market Survey, Promotional and Product launch Activision.
- Product R&D.

## 4. Company: Rust Clothing (Clothing Business)

**Duration:** 2012 to 2017

**Designation:** Proprietor

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### SKILLS & ABILITIES

#### Social Media Marketing:

- Ad run
- Facebook lead generation
- Facebook page optimization
- Chat Bot operating
- Competitor analysis
- Instagram, YouTube marketing
- LinkedIn marketing

#### Search Engine Optimization:

- Keyword research
- Website Audit
- Word Press customization

- ✓ Adobe Lightroom
  - ✓ Application Package: Microsoft Word, Excel, PowerPoint
  - ✓ Language Skills - Speaking, Understanding, and Writing: English, Bengali
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## EDUCATION

### Bachelor of Business Administration (BBA)

**Institute:** United International University

**Major:** Accounting Information System (AIS)

**Result:** 2.24 out of 4.00 (Result Published 2017)

#### **Internship:**

**Topic:** Credit Risk Management.

**Financial Institution:** ONE Bank LTD.

### Higher Secondary Certificate (H.S.C)

**Institute:** St. Joseph Higher Secondary School and Collage

**Result:** 3.50 out of 5.00 (2010)

**Group:** Business Studies

### Secondary School Certificate (S.S.C)

**Institute:** Willes Little Flower Higher Secondary School

**Result:** 4.13 out of 5.00 (2008)

**Group:** Business Studies

## EXTRA CURRICULUM ACTIVITIES

- Worked as a volunteer in inter university debate championship by UIU DC in 2013
- Working experience as event organizer of IMS (Here & Now) with BAT in 2014
- Co-founder of Green Art event management firm
- Member of UIU sports club
- Participated in various sports tournaments: football, badminton
- Attended many seminars: Ad guru, mega hunt, marketing samurai

## REFERENCES

**Name:** Muntasir Tanvir

**Name:** Tausif Abdur Rahman

**Designation:** Chief Operating Officer

**Designation:** Sr. Brand Manager

**Org:** Adcast Limited

**Org:** Reckitt Benckiser Bangladesh Ltd.

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Signature