

Arujit Roy

Marketing officer

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Career objectives

Goal-oriented marketing adept with natural skilled in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Prepared to bring 2 years of progressive experience and take on challenging position with opportunity to make lasting impact on company and customer success. Intended to work in a challenging and competitive marketing sector, where the strong sense of responsibility are required and the job provides potential avenues for learning and growing and achieving a top position in the organization.

Work experience

Marketing Officer February 2018 - January 2020
McDonald Trading Corporation

- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Provided feedback to all departments on brand consistency in outbound communications.
- Worked with marketing teams to create, deploy and optimize New B2B Clints.
- Developed insights on marketing campaigns to assess performance against goals.
- Built and strengthened strategic relationships with vendors, partners and Customer.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.

Education

Bachelor of Business Administration (BBA) 2015 - 2019

Notre Dame University Bangladesh

CGPA- **3.61**

Major in **Marketing**

Higher Secondary Certificate (HSC) 2013 - 2014

Jhalokati Government College

GPA- **4.20**

Business Studies

Secondary School Certificate (HSC) 2011 - 2012

Jhalokati Government High School

Skills & Competencies

- Business Strategy Development
- Communication
- Marketing
- Project Planning & Development
- Public Relation
- Teamwork & Team Building capabilities
- Branding

Computer Skills

- Microsoft office applications
- SPSS
- Canva

Language Skills

Proficiency in oral and written communication both in English and Bengali

Extra curricular activities

Vice-president

Notre Dame University Bangladesh Business Club (January 2018 - December 2018).

Achievements

Champion	Champion	Finalist	HSBC- IBA Business
Case Buzz 2017	Business Idea	IT Business Idea	Case Competition
Case Competition	Competition 2017	Challenge 2017	2016
Organized by:	Organized by:	Organized by:	(Placed in Round
Notre Dame	Notre Dame	Islamic University of	two)
University	University	Technology (IUT)	Organized by:
Bangladesh Business	Bangladesh	IUT Computer	Institute of Business
Club	Computer Club	Society	Administration

Certification

- **Certificate in National Skill Standard Basic Course Examination**- 2013 under Bangladesh Technical Education Board, Dhaka.Registration No- 545243
- **Internet Marketing**- Online Marketing Fundamentals
License CERT0058761-EMI (<https://bit.ly/2zjTf79>)
- **Social Media Marketing**
License CERT0058790-EMI (<https://bit.ly/2J2K2Qj>)
- **E-Commerce**
License CERT00326522-EMI (<https://bit.ly/2KI43RS>)

Declaration

I do hereby declare that the above information is genuine to the best of my knowledge.

References

Tapan Kumar Roy	Dipak Debnath
Deputy Sales Managers	Lecturer (36th BCS)
Benham pharmaceuticals Limited	Physics Department
Contact Number: +8801711328255	Barguna Government Women's College
	Barguna
	Contact Number: +8801916984760