



Mailing Address: 341/2, Middle Pirerbagh, Mirpur, Dhaka -1216

Tel: 88028016804, 88028033228; **Mobile:** 008801986812332, 008801678643624.

E-mail: hrashedul@yahoo.com

Mohammad Rashedul Hasan

CAREER OBJECTIVE

To achieve business goals and be market leader by championship, innovation and customer satisfaction.

CAREER SUMMARY

Seasoned Service Industry professional with years of diversified experience at Enterprise Business Relationship, Sales/Marketing & Revenue Analysis, Customer Service, Finance, Credit Management, New business Initiative/Alternate Revenue Channel implementation.

WORK EXPERIENCE

Specialist, Strategy and Corporate Affairs
(April 2018 to Aug 2018)

Organization: UCEP Bangladesh (NGO involved in countrywide Vocational Training and Education for Underprivileged Children)

Supervisor: Tahsinah Ahmed, CEO, UCEP Bangladesh

- To contribute implementing UCEP Bangladesh's values, vision, mission and goals, and development of future strategy documents as needed.
- Play a lead role, in collaboration with relevant teams, to develop necessary Business plans for UCEP Bangladesh and its entities based on the Theory of Change, following a Result Based Management Framework.
- Play a lead role in strategy development of UCEP Bangladesh.
- Play a lead role to set up and make functional necessary teams to ensure effective communication, branding, marketing, fundraising, partnership and strategy development.
- To develop (both in English and Bangla) and ensure implementation of communication, fundraising, branding and strategies and guidelines of UCEP Bangladesh.
- **To facilitate the requirements of regions and other departments in relation to communication, branding, marketing and fundraising following UCEP Bangladesh's policy guidelines.**

- To roll-out and ensure that all related strategies are followed accurately by the concerned departments/regions and ensure coordination and capacity development.
- To orient and develop capacity of relevant regional staff on fundraising, branding, marketing and communication guidelines and tools.
- Develop and promote UCEP Bangladesh's branding nationally and internationally.
- To develop and promote new branding of UCEP Bangladesh's Social Enterprises.
- Develop and roll out marketing strategies
- To maintain proper analysis and feedback mechanism for systematic upgrading of communication materials including strategies.
- To ensure development of qualitative and effective communication materials (print and electronic media, verbal etc.), both in English and Bangla (including appropriate and correct use of language) following guidelines and ensure necessary dissemination to internal and external stakeholders for branding, marketing and fundraising.
- Regular update of electronic and non-electronic communication material
- Proper information dissemination to stakeholders and maintain external communication on behalf of UCEP Bangladesh following guidance of the supervisor.
- Write and edit clear and compelling media advisories and press releases that avoid jargon and cliché, and ensure regular media coverage as required.
- Network with media to explore subsidized / free airtime on TV Channels, radio etc.
- To act as the key information officer on behalf of UCEP Bangladesh maintaining protocols of external agencies.
- Develop / provide support to develop business plans, funding and technical proposals, reports, tender documents, concept notes, budgets, reports, FD6 and other materials as required.
- Write posts/updates/op-eds/blogs and regularly update and maintain, including providing and regulating contents (text, photos, design etc.) for UCEP Bangladesh website, social media (Facebook, twitter, YouTube, relevant blogs, op-eds etc.).
- Ensure regularly updated stock of diverse stories (both in Bengali and English) and high quality photos of all projects, pilots and program events;
- To ensure development and maintenance of databases of photograph, videos, case studies etc. following professional standards.
- To ensure development and maintenance of databases for vendors related to materials development, event management, communication, marketing, branding etc. in line with internal policies.
- To ensure timely & quality publication of UCEP Bangladesh reports, documents, news, press briefing, communication materials etc. both in print and electronic media.
- To establish networking and linkages with relevant national and international agencies and organizations; develop, maintain and update partnership database and necessary communication with partners/stakeholders.
- Ensure all colleagues, and other departments liaising with partners/donors have all communication materials in place on time;
- Function as doorkeeper of quality of all documents, materials, and publications etc.
- Play a key role to collect related material from other agencies/sources.
- To develop, set and achieve annual targets for fundraising following UCEP Bangladesh's Business Plan, explore potential funding sources (government agencies, donors, CSR, private sectors, industries, foundations, charities, individuals etc.) within the country and internationally, and provide timely and relevant information to the management and other relevant departments.

- Conduct regular donor landscape screening, establish networks with likeminded agencies nationally and internationally and proactively identify fundraising opportunities including strategies and interventions to contribute towards marketing, branding and image building in the sector.
- To conduct due diligence of partnerships using appropriate tools in coordination with relevant departments and provide guidance accordingly.
- To coordinate and facilitate preparation and finalization of partnership concept notes/proposals, business plans etc. ensure timely approval of SMT and submission.
- To prepare and obtain approval of contracts/ MoUs ensuring legal vetting for partnerships with inputs from all the concerned departments.
- To organize signing ceremonies and news coverage of contracts / MoUs as required.
- To represent UCEP Bangladesh in partnership development related negotiations and meetings with relevant programs and departments with guidance from supervisor. To coordinate with Finance & Accounts, Legal, HR and Admin Departments for statutory compliances of partnership management.
- To oversee various events for the purpose of building and maintaining partnerships.

AGM, Marketing (April 2015 to Dec 2016)

Organization: Zaman IT (Reputed E-marketing solutions provider)

Team Size: 15 persons (Including 2 Project Manager, 2 Assistant Manager, 6 team leaders, 4 admin staffs).

Supervisor: Kamrauzzaman Khan, CEO, Zaman IT

1. Develop new business (SMS Gateway/E-Commerce & Dynamic website/E-mail and SMS marketing/Software: Ready and Customized):
 - Market segmentation and positioning.
 - Plan and execute marketing strategies to ensure sales target achievement.
 - Identify potential Clients/Corporate house and arrange meetings to close deals.
 - Ensure timely execution of product/service delivery.
 - Modify existing/develop new products to suit customer needs.
2. Formulate short term/long term strategies to ensure healthy business growth.
3. Coaching, guiding, mentoring & motivating team leaders/members to ensure optimum output towards overall business growth/customer acquisition & retention.
4. Ensure training & prompt technical support to all customers.
5. Ensure service/billing/credit operations:
 - Ensure prompt service delivery to the clients.
 - Ensure collection of dues from clients in a timely manner.

6. Suggest future products/modify/combine existing product to secure target customer group/market.
7. Formulate strategies for future business opportunities/sustainability.
8. Submit tenders to different local/govt organizations (**Ministry of Foreign Affairs, ICT ministry, Bansdoc, Department of Fisheries, Police Bureau of Investigation, Ministry of Manpower, Village Development Board etc**).

ACHIEVEMENTS AT ZAMAN IT:

1. Compete/convert with Telcos and convert bulk SMS clients into own clients.
2. Establish Lead/championship for product/service delivery in the market.

April 2014 to Oct 2014.

Organization: Symantec Technology Limited (Reputed Safety and Security Solutions Provider)

Position Held: AGM, Sales and Service

Team Size: 5 persons (Including 1 Assistant Manager, 4 team leaders, 4 admin staffs).

Supervisor: Engr. Mamunur Rashid, Managing Director, Symantec Technology Ltd.

- Develop new business:
 - Market segmentation and positioning of the exclusive product “Firepro” in different segments of the market.
 - Plan and execute marketing strategies to ensure sales target achievement.
 - Identify potential Corporate Clients and arrange meetings to close deals.
- Ensure service/billing/credit operations:
- Ensure resource utilization/efficiency maximization:
 - Prepare JD and Call up at bdjobs for posting advertisement for recruitment.
 - Sort CVs as per management requirement and shortlist candidates for written test.
 - Notify shortlisted candidates and inform them about written test schedule.
 - Notify best candidates about Viva voce schedule.
 - Issue appointment letter for selected candidates.
 - Arrange introduction for newly joined candidates in the company.

- Resolve administrative issues for newly joined/existing employees of the company.
- Arrange training/coaching session for team members to increase their efficiency.
- Maintain relationship with regulatory bodies/common stakeholders:
 - **Maintain relationship with BGMEA, Fire Service & Civil Defence, Accreditation Board etc.**
 - Maintain relationship with members of **Electronic Security and Safety Association of Bangladesh.**
 - Maintain relationship with vendor/suppliers of different items required in the ongoing/future projects.
 - Arrange meeting with new/existing clients to finalize requirements of the client, to review progress of ongoing projects, to resolve bilateral issues etc.

ACHIEVEMENTS AT SYMANTEC TECHNOLOGY LTD:

- Introduce and successfully implemented automated BOQ/Invoicing system.
- Position and popularize fire aerosol “Firepro” in the Bank/IT/Telecom service providers.

Organization: **Banglalion Communications Limited(Nationwide Wimax Service Provider)**

Position Held: Manager, Commercial Billing

Team Size: 25 persons (Including 1 Assistant Manager, 4 team leaders).

Supervisor: Neil Graham, CEO, Banglalion Communications Ltd

Oct 2010~Nov-2012

- Manage and supervise activity of all five teams under Commercial Billing through proper delegation, coaching and mentoring.
- ✓ Complaint Management Team: To resolve all sort of customer complaints received through Phone, CMS and Trouble ticket system (6,000+ Phone calls, 10,000 CMS and trouble ticket queries per month).
- ✓ Email Management Team: To resolve all sort of customer complaints received through common email or email received from other departments/offices/plazas (1,000+ emails per month).
- ✓ Credit recovery and Assurance Team: To maintain Enterprise relationship with Corporate Clients (Sending bills, Collect hard cash/Chq, Payment entry, Report submission through Bill Collection Team for 6,000+ Corporate Clients).

Manage checking & status rectification of differences between AAA, billing software & customer record management system (all 3,00,000+ postpaid and prepaid customers).

Maintain revenue integrity (Between Bank data/customer query & billing software; for all payments received against 3,00,000+ customers per month).

Arrange to send Credit reminders to disconnected customers (Email/SMS/Phone) and initiate outstanding settlement by winning customers back (2500+ customers per day).

Collect overdues from disconnected customers and reconnect them upon payment (1000+ customers per day, TK 6,20,000 + Approx overdue collected out of Credit reminder effort each month).

- ✓ Bill print and Distribution Team: To resolve all sort of customer complaints received through common email or email received from other departments/offices/plazas.

Manage bill printing and distribution (General & Corporate Clients; 40,000+ bills per month).

Arrange to send e-bill by email (on request; 30+ per day).

- ✓ Payment management Team: To manage processing & update payments received at different collection agents (400+ branches of different Banks, Offices, Plaza, Internet, Phone Banking per day).

Manage Soft reconciliation of payments received at various collection agents (40000+ payments Between billing software & hard copy/database from collection agents).

Manage communication with collection agents, confirm payments and reconnect subscribers to provide uninterrupted service (1500+ times at Banks, Offices, Plazas, Internet, Phone Banking).

Manage execution of daily business (Reply queries, update payments, re-activation/de-activation, post discount; 150+ nos per day).

Initiate communication to banks about missing payments and arrange to provide uninterrupted service upon confirmation (100+ payments per month).

- Submit different reports to Management:

- Recruit/training:

1. Sort CVs for shortlisting candidates for interview.
2. Participate in the interview.
3. Introduce newly hired team members with remaining team members.

4. Arrange necessary training to increase efficiency/working knowledge.
- Represent Banglalion: Spokes person for any payment related issues especially Corporate Clients (Sonali Bank, Brac Bank, Embassies/High Commissions, Govt bodies, Donor agencies, Educational Institutions, Regulatory bodies-BTRC/Bangladesh Bank etc) & Consumers, for introducing new collection agents, VAT/AIT related issues, Revenue collection and analysis (Bill/VAT/Discount etc).

ACHIEVEMENTS AT BANGLALION:

- Sign real-time payment collection agreement through **bKash** for the **first time in Bangladesh** (as early as 2012, before any other cellular/internet service provider).
- Sign agreement with **Mutual Trust Bank** for **bill payment auto update** (Key member of the project, from negotiation to successful technical implementation).
- Successfully converted **United Commercial Bank** bill entry system into automatic from manual (Key member of the project, from specification to successful technical implementation).
- Sign agreement with **BRAC Bank** for **bill payment auto update at ATM & internet** (Key member of the project, from negotiation to agreement signing).
- Sign NDA with **Grameenphone** and **Citycell** for **bill payment through SMS** (Key member of the project, from negotiation to NDA signing). However, the projects were unsuccessful due to Bangladesh Bank Circular which allowed only banks to involve in financial activities with customers.
- Conduct customer survey and identify areas of improvement customer experience for the first time at Banglalion. Implement solutions/strategies/ideas that are suggested/preferred by customers at customer survey.
- Initiation & successful implementation of different revenue inflow channel (e.g. Bank, M-Commerce business partners, E-commerce business partners) and effectively minimize revenue generation expenses.
- Forecast and implement Billing/VAT related issues for General/Corporate/Diplomat customers and formulate policies about bill generation/service discontinuation.
- Fix AIT/VAT related issues with new business partners at the time of agreement.
- To set up and on-air commercial billing from the day 1.

Organization: Pacific Bangladesh Telecom Limited (A subsidiary of SingTel), Payment Processing, ROM

Position Held: Sr. Executive, Payment Processing, ROM

Team Size: 9 persons (Including 4 Executives & 2 Sr. Officers).

Supervisor: Mahbubor Rahman, Manager, ROM

Oct 2007-Sep 2010

1. Monitor DBBL auto payment update (both FTP/web):
 - Arrange to update failed data manually.
 - Arrange to reconnect service upon payment entry.
 - Arrange to notify DBBL in case of erroneous data (typing mistake at DBBL end) and retrieve correct data.
 - Arrange to notify DBBL in case of abnormal data (possible excess payment) to avoid excess payment entry and possible bad debt.
2. Provide one stop billing solution to our valued corporate clients:
 - Send breakdown of numberwise total payable amounts to large Corporate Bodies (Monicopharma, Dutch Bangla Bank Limited, Unilever, BOC etc.)
 - Provide bill summary, current charge, breakdown of total due on demand.
 - Receive and process chqs received from corporate clients against their bills.
 - Provide report on payment history/trend on demand.
 - Calculate and settle old outstanding.
 - Visit and explain how the customer was charged (on demand, at customer premise).
3. Process (record and service activation) post paid bill & security deposit collection report from various collection agents of Citycell on daily basis (105 banks, 6 CCC, 512 CCP's).
4. Communicate, receive and process hard copy of payments from various collection agents of Citycell on daily basis (105 banks, 6 CCC, 512 CCP's; check & delivery for adjustment).
5. Soft reconcile with reports of collection agents with the reports generated after permanent adjustment.
6. Execute business with different teams within the organization (CCC, CCP, CMU, Marketing, Finance).
7. Spokes person of the department regarding any DBBL/Islami Bank/any other Corporate Client billing/payment related issue.

Organization: Pacific Bangladesh Telecom Limited (A subsidiary of SingTel), Collection & Clearance, CCD

Supervisor: Mahbubor Rahman, Manager, ROM

Aug 12, 2004- Sep 2007

1. Adjustment of payments made at various collection agents of Citycell.
2. Adjustment of payments Corporate Clients.
3. Refund and/or adjustment of security deposits.
4. Advance refund of payments.
5. Payment problem solve.
6. Debit/Credit adjustment.

Organization: Pacific Bangladesh Telecom Limited (A subsidiary of SingTel), Credit Control, CCD

Supervisor: Sagar Uddin, Manager, Credit Control

Aug 5, 2004 - Aug 11, 2004

1. Service disconnection
2. Service reconnection
3. Follow up
4. Reporting

Organization: Pacific Bangladesh Telecom Limited (A subsidiary of SingTel), Activation, CCD

Supervisor: Syeda Mahtab Nabi, Manager, Activation

Feb 2004 - May 2004

1. Prepaid database update
2. Prepaid database query

KEY ACHIEVEMENTS (DURING PROBATION):

1. **Appreciation** email from **Head of CCD** for successful implementation of an innovative idea to update payments timely in billing software at front desks (outside Dhaka) and avoid disconnection/minimize credit risk/improve customer experience. There was a chaos at Kakrail front office due to disconnection and **Head of CCD highly appreciated** for saving outstations from possible chaos at other front offices.
2. Appreciation letter from a high end client (using SCB Autobills pay) for notifying him about generation of line rent (with no voice calls) and successfully regularized with the help of workshop (faulty handset repaired).

3. Identifying clients (using SCB Autobills pay but failed to deduct from their account) and stop generation of line rent (with no voice calls).

KEY ACHIEVEMENTS (AFTER CONFIRMATION TO ONWARDS):

1. **Suggest CEO (Michael Seymour, at an open day session) about notification SMS** after each call to eliminate **confusion** about **call-costing**. Solution implemented successfully and effectively in operation till day at **Citycell** which was followed by **Teletalk** and **now by all operators following by an order from BTRC(since 2012)**.
2. Solved payment problem of **GP number (Citycell numbers used by GP)** within shortest possible time on the last working day of the weekend to ensure uninterrupted service and payment entry against correct number.
3. **Highest** number of individual and cumulative payment entry with **zero error** (1200+ entries on 31 December 2007 and 4500+ entries for the month Dec 2007). Techniques were successfully circulated among team members to improve their efficiency.
4. Replace **over-phone statement collection system** with **printed/fax copy of statements** (with AB Bank & Front Offices) to minimize erroneous entries.
5. Successfully replace **over-phone collection system** with **semi-automatic payment entry system without any further agreement/service charge with Dhaka Bank/AB Bank/Islami Bank**. At that time, email facility was limited to cash-incharge only and special arrangements were made to send emails to Citycell from Bank on daily basis.
6. Introduce and successfully implemented **semi-automated payment entry system** to minimize unnecessary delay/mistake due to manual entry and minimize credit risks/exposures associated with delay/wrong payment adjustment/save man-hours.
7. Provide all sort of **requirement analysis** for **online payment update** with Dutch Bangla Bank Ltd to ensure accurate and timely entry. **The system is running smoothly** till day between DBBL and Citycell.

SKILLS

- Maximize customer satisfaction & revenue by identifying key areas for development
- Develop new ideas, proactively seek opportunities, and take effective actions to attain corporate objectives
- Develop new business/diversify existing business in a profitable manner
- Ensure business sustainability by setting effective short term/long term strategies
- Effective negotiation power through interpersonal and analytical skills

- Effective planning ability in order to manage time efficiently to meet deadlines and goals
- Can provide innovative and appropriate solutions given numeric and verbal information of varying complexity and ambiguity
- Ability to work well in a team with a skill to participate and contribute within a team environment

SCHOLASTIC RECORD

- ***Masters of Professional Finance (MPF)***: Dhaka University, ongoing, 4th semester completed.
- ***Masters in Business Administration (MBA)***: Northern University, CGPA-3.91, Major in HRM.
- ***Bachelor of Science (2000, Exam held in 2003)***: Dhaka University; ***1st Division***, Major in Leather Engineering.
- ***HSC***: Notre Dame College (1996). ***1st Division***
- ***SSC***: Monipur High School (1994). ***1st Division***

HONORS

- ❑ Children's literature knowledge competition, Shishu Academy, 1st Prize, Upazila level-1993.
- ❑ Children's literature knowledge competition, Shishu Academy, 2nd Prize, District level-1994.
- ❑ Liaison Officer, Commonwealth Handball Championship, 1995.
- ❑ Essay competition by Engineer's Institution, distinction award, 1996.

TRAINING

- ❑ Credit Management & Debt Collection Strategies
Organized By: BDJOBS.
Duration: 1 day.
Year: Dec-2010.
- ❑ Be A High-powered Professional Manager: MBO & Decision Making.
Organized By: BDJOBS.
Duration: 1 day.
Year: Jan-2011.
- ❑ Advanced Business & Financial Modelling using Excel 2010
Organized By: BDJOBS.
Duration: 2 day.
Year: July-2012.
- ❑ Mysql and PHP programming (Beginner to Advance)
Organized By: New Horizons.
Duration: 2 months.

Year: Nov 2013-Jan 2014.

- Reference:**
1. Zishan QNA Iqbal, Assistant Manager, Bangla Trac, 01726008888, zishan777@gmail.com
 2. Md. Akram Hossain, Sr. Executive, Smart Technologies (BD) Ltd, 01836363598, hossain.akram@smart-bd.com
 3. Santara Islam, Regional Manager, UCEP Bangladesh, 01917129101, santara.islam@ucepbd.org