



MD. ADNAN CHOWDHURY, CSCA™
Sales Enthusiast | Supply Chain Analyst

CONTACT



Mailing Address

494/1 West Shewrapara, Mirpur,
Dhaka 1216



01635468287
01554268395



E-Mail

zarifadnan007@gmail.com



Linked in

<https://www.linkedin.com/in/md-adnan-chowdhury-007/>

SKILLS

TECHNICAL SKILLS

- MICROSOFT OFFICE 365
- GOOGLE WORKSPACE
- ADOBE SOFTWARES
(Ps, Ai, Pr, Ae, Lr)

CREATIVE SKILLS

- PHOTOGRAPHY
- VIDEOGRAPHY

EXTRACURRICULAR ACTIVITIES

- **General Secretary**
ARMY IBA CULTURAL CLUB
- **Executive Member**
ARMY IBA BUSINESS & LEADERSHIP CLUB
- **Marketing Team Member**
UNITED NATIONS STUDENTS ASSOCIATION
BANGLADESH
- **Graduated Member**
BYLC GRADUATE NETWORK
- **Ambassador**
YOUTH OPPORTUNITIES BANGLADESH
- **Ambassador**
BANGLADESH SUPPLY CHAIN COUNCIL



EXECUTIVE SUMMARY

A young certified supply chain analyst with a great interest in getting involved in the business world. I'm a highly motivated marketing enthusiast who wants to succeed in my career. I am confident in my ability to work for brands and services with challenging targets to reach goals; I am a fast learner who adapts well in a variety of circumstances and am excited to take on new tasks as my responsibilities grow.



EXPERIENCE

MARKETING INTERN

ACI Ltd. | Dec 2020 – Feb 2021

- ❑ Accumulated core data from the retail points of ACI PURE Salt and ACI PURE Sugar for market analysis through Data Visualization
- ❑ Coordinated in ongoing market dynamics for innovation and sustainable growth of ACI PURE Salt and ACI PURE Sugar
- ❑ Run successful campaigns- Icche Ako, Golpo Bolo; Jemon Khushi Temon Asho
- ❑ Covered 50+ areas around Dhaka Zone by visiting retail points of ACI PURE Salt and ACI PURE Sugar
- ❑ Relationship management with key outlets
- ❑ Generated New Product Development Ideas & Developed product packaging ideas for ACI PURE Salt SKUs

FACILITATOR

Designpro+ | Feb 2019 – Nov 2020

- ❑ Perform business research on products & services for the clients
- ❑ Created strategies for the business and its products or services in a market
- ❑ Created visual design standards for marketing materials
- ❑ Plan the shoot (Photography & Videography) with the creative team and the client.
- ❑ Planned marketing budget & Developed and execute advertising strategy within a budget
- ❑ Monitored the report on performance

Business Development Executive

TripZip.tours | Oct 2017 – Dec 2019

- ❑ Execute promotional events and marketing
- ❑ Dealt with customer queries and complaints
- ❑ Provided visa or passport guidance
- ❑ Maintained statistical and financial records
- ❑ Managed corporate sales on holidays plans
- ❑ Prepared promotional materials and displays



EDUCATION

- **2017-2020** BBA (Major In Marketing), (Minor In Supply Chain)
ARMY INSTITUTE OF BUSINESS ADMINISTRATION, (BUP) . (CGPA: 3.20)
- **2013-2015** HSC (Business Studies)
DHAKA COMMERCE COLLEGE . (GPA 4.5)
- **2012-2013** SSC (Business Studies)
SHER-E-BANGLA NAGAR GOVT. BOYS' HIGH SCHOOL . (GPA 5.00)



ACHIEVEMENTS

- **2020** **Scholarship Winner (60%)**
ISCEA Ptak Prize 2020
Organized by International Supply Chain Education Alliance (ISCEA),USA.
- **2020** **2nd Runner Up**
Hult Prize at Army IBA
Organized by Hult International Business School & United Nations Foundation
- **2018** **4TH**
RISE HIGH BANGLADESH 2018
Organized by The Daily Star & Crown Cement

CERTIFICATIONS

- **Certified Supply Chain Analyst (CSCA™), ISCEA(USA)** (Certificate ID: 2010232021)
- **Google Certified Digital Marketer** (Certificate ID:MDW 9FQ GUF)
- **Digital Branding and Engagement Certification by Curtin University (Australia)**
(Certificate ID: 1cb61ade3d294d1e8d6dc13afbc15856)
- **The Art & Practice of Leadership (APL 23) by Youth Leadership Center (BYLC)**

VOLENTERING

- **Eid For Street Children 2019** organized by **UNITED NATIONS STUDENTS ASSOCIATION BANGLADESH (UNYSAB)**
- **Supply Chain Summit 2019** organized by **Bangladesh Institute of Supply Chain Management (BISCM)**
- **Parjatan idea challenge 2017** organized by **Bangladesh Parjatan Corporation**

TRAINER

Entrants 2020- A Skill development session, organized by **ARMY IBA BUSINESS & LEADERSHIP CLUB**

Marketiniac 2019 – An intra Marketing Case Competition, organized by **ARMY IBA BUSINESS & LEADERSHIP CLUB**

ARTICLES

Acting Towards Consumer Protection (Article)

Published by **The Financial Express** (link: <https://thefinancialexpress.com.bd/views/acting-towards-consumer-protection-1575035732>)

Published date: November 29, 2019

REFERENCES

AFZAL HOSSAIN, MSC, MPHIL

Assistant Professor,
Army Institute of Business Administration (Army IBA)
Phone: 01920979195
Email: afzal@aibasavar.edu.bd

Azim Hossain,

General Manager(Digital), Channeli,
Impress Telefilm Limited.
Phone: 01924357141
Email: azim.idigital@channeli.com.bd

Mohammad Mazharul Islam

Product Group Manager, Consumer Brands,
ACI Limited
Phone: 01714163155
Email: mazharul@aci-bd.com