



# Omar Bin Amin

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## CAREER OBJECTIVE

A business graduate with specialization in Marketing & Management Information System (MIS). Seeking a challenging position in a reputed organization, where I can use my 3+ years of corporate sales & marketing experience to identify new markets, provide sales support and improvise various sales campaigns.

## WORK EXPERIENCE

### Square Pharmaceuticals Limited

**Address:** 48, Mohakhali C/A Dhaka 1212, Bangladesh

**Designation:** Business Development Executive

**Department:** Marketing (B2B)

**Duration:** 12<sup>th</sup> June 2016- Continuing

**Product:** Active Pharmaceuticals Ingredient (API), Pellets, Primary Packaging Solution (PET /HDPE bottles & Caps)

#### Duties & Responsibilities

- Prepare & implement the annual business plan and promotional plan of Active Pharmaceuticals Ingredient (API), Pellets and Primary Packaging Product (PET Bottles).
- Ensure B2B Sales Growth of API & Primary Packaging solution.
- To provide collaborative effort for collecting bills, collecting security money and collecting all dues.
- Analyze the scope of improvement and create new business opportunity.
- Prepare monthly and quarterly business report with the help of ERP software “SAP”.

#### Key Achievement:

- Developed a wide range of corporate customer base which helped to increase the sales significantly.

### Magnito Digital

**Address:** House-7, Road-137, Gulshan-1, Dhaka, Bangladesh

**Designation:** Client Service Intern

**Department:** Client Service

**Duration:** 29 December 2015 — April 2016

**Product:** Digital Marketing & Advertising Service

#### Duties & Responsibilities

- Responsible for the “Query Response Management” (QMT) & Content Development of the Facebook page of some of the clients of Magnito Digital.
- Some of the clients were, Rivoli Cookies, Pran Fruitix, Alpenliebe, Glazed, Tava, Khulshi Mart, Nitol Insurance, and Bangladesh Edible Oil etc.
- Attending strategy meeting with the clients.

#### Key Achievement:

- Gained real- life knowledge & experience of Digital Marketing

## EDUCATION

### Bachelors of Business Administration

January 2012 — December 2015

#### North South University

Majors : Dual major in Marketing and Management  
Information System(MIS)

CGPA:3.61 on scale of 4

#### A Level

Jan 2009 — June 2011

#### Mastermind School

##### Subjects (Grade):

Mathematics (B), Physics (E)

Average: 2.5 on scale of 5

#### O Level

— 2009

#### B.A.F Shaheen English Medium School

##### Subjects (Grade):

Mathematics (B), Bangla (A), Biology (B), English (D), Physics(C), Chemistry (B)

Average: 3.67 on scale of 5.

## EXTRA CURRICULR ACTIVITY

#### NSU YES: The Business Club of NSU

Senior Member (January, 2012 -December, 2012)

Supervised the Sponsorship Committee of Masters of Ideation, 2012

##### Duties & responsibilities

- Communicating with different corporate houses
- Give them the sponsorship proposal
- Bringing print advertisement for the event magazines
- Negotiate the price of the advertisement

Supervised the External Promotion Committee of AD Maker Bangladesh, 2012

##### Duties & responsibilities

- Promoting the event in different universities of Bangladesh especially through road Shows.
- Persuade students of different universities to register in the event

**INTERESTS**

- Reading Political / IT related Magazines
- Playing Cricket
- Eating out with friends
- Collecting coins especially the outdated ones

**HONORS &  
AWARDS**

A 25% Financial Aid Recipient of North South University from 2013 to 2015 based on trimester result.

**KEY TRAINING  
RECEIVED**

Two day workshop on “**Brand Management in Pharmaceuticals Industry**”  
By Mr. Vivek Hattangadi,  
Founder & Mentor of Academy of Pharmaceuticals Leadership, Ahmedabad, India.

**REFERENCES****Mohammad Rasheduzzaman**

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School of Business, NSU  
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