



K. M. Enamul Anwar

Personal Details:

Address:

401, Shahinbag, Tejgaon, Dhaka-1215.

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E-mail:

enamulanwar79@gmail.com

Skills:

- Social media marketing
- Market analysis
- Preparing detailed reports
- Survey consumers
- Motivation
- Task prioritization
- Teamwork
- Creative thinking
- Analytical thinking Collaboration
- Networking
- Coordination

Workshop and Training:

Digital Marketing, 2018

Skill Hunt, University of Dhaka

Participant, Corpo Route Key 2, 2017

Youth Voice of Bangladesh

Co-curricular Activities:

Volunteer, 2018 and 2019

BUP Opening Convocation Programs

Participant, Prestige Gwalior Global Case Competition 2020 (2nd Round),

BizCase 2020, IMRC 1.0, Dacoit of Excellence 2.0

References:

1. Nahid Hossen, Content Strategist
Backspace International Limited
2. Sanjida Amin, Lecturer
Bangladesh University of Professionals

Professional Summary:

Driven fresher seeking to apply new business and marketing ideas and make contributions to a sustainable organization. Skilled in market analysis, branding, and sales management. Team player with history of being an active and resourceful catalyst to drive organizational initiatives.

Education and Qualifications:

Degree: Bachelor of Business Administration

2017-2021

Institute: Bangladesh University of Professionals

Major: Marketing

CGPA: 3.68

Degree: Higher Secondary Certificate

2014-2016

Institute: Dhaka City College

Group: Business Studies

GPA: 5.00

Degree: Secondary School Certificate

2012-2014

Institute: Govt. Science College Attached High School

Group: Business Studies

GPA: 5.00

Working Experiences:

Marketing Intern

Organization: Backspace International Limited **January 2021 – February 2021**

Responsibilities: Conducting secondary market research, Writing Contents, and Contributing to creative video production.

Contributed to brainstorming meetings to develop 30 indirect marketing ideas for digital content. **Researched** keywords and content using Google and internal tools. **Conducted** online research into tech products on market. **Completed** 11 creative video content production of the new project.

Co-founder

Organization: UpBeat Polo

March 2019 – December 2019

Responsibilities: Implementing Design, Collaborating with manufacturers, and Communicating across digital channels.

Identified vendors and suppliers to source materials and elements required for manufacturing. **Developed** and monitored project costs and worked within budget. **Researched** lifecycle, customer demographics, and design trends. **Promoted** brand by Identifying key messages and communicating clear image to shoppers. **Planned** and executed creative commercial displays to appeal to customers and drive sales.