

# IMRAN HASAN

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## Summary

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A highly motivated marketing & sales professional having 1.8 years of work experience in online marketplace and business development. Successful track record of expanding the business through various channels.

## Skill Highlights

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- Digital marketing
- Social Media Marketing
- Corporate Account Management
- Operational excellency
- Sales and marketing
- Business development
- Excel expertise
- Data oriented
- Strategic Sales planning
- Lead generation

## Experience

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**Key Account Manager** – 09/2019 to **Ongoing**  
**Evaly** (evaly.com.bd)

- Develop new business opportunities by analyzing existing operational capabilities and client relationships.
- Develop and maintain in depth knowledge of client's business and associated operational requirements
- Working with content, marketing, logistics and team members from other departments to the same client account to ensure the highest quality of materials are being produced and all client needs met
- Resolving key client issues and complaints.
- Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics

**Jr. Key Account Manager – 04/2018 to 08/2019 (1.5 years)**  
**Daraz Bangladesh (Alibaba Group)**

- Managed key account with responsibility for sales, contracts, negotiations and reporting.
- Increase revenue and expand product assortment to achieve company's ambitious growth.
- Planning for category growth, achieve target, acquiring quality assortment.
- Worked with the design team, marketing team, logistics, managers, finance, and acquisition team members from other departments to ensure the highest quality of service are being produced.
- Identified business prospects through cold calling, networking, marketing and database leads.
- Planned and presented reports on account progress, company goals, and quarterly initiatives to the vertical head.

**Teaching Assistant – 08/2017 to 03/2018 (7 months)**  
**American International University-Bangladesh**

- Monitored students in class, lab to supervise and support lead teacher
- Check students homework and marking them
- Develop presentation, communication and mentoring skills
- Helped students master learning concepts through one-on-one and small group tutoring.

## Education

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**B.Sc. in Computer Information System**  
American International University-  
Bangladesh Department: Computer Science  
CGPA: 3.09/4.00

**Higher Secondary Certificate**  
Sylhet Govt. College  
Subject: Science  
GPA: 3.20 / 5.00

**Secondary School Certificate**  
Sylhet Govt. Pilot School  
Subject: Science  
GPA: 4.56 / 5.00

## Projects

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### **RMS Trading**

<http://rmstrading.com.bd>

#### **Wholeseller & retailer**

- Manage the content creation and listing of products across all marketplaces.
- Develop sales strategy for existing inventory and new product launch
- Research for content, marketing avenues and new business opportunities
- Manage and confirm orders on different marketplaces Daraz, Deligram, facebook etc.

## Achievements

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#### **Highest sale generator**

Grew 450 accounts, maintains a record sale worth \$195k from dhanmondi team in the Eid campaign



#### **Brand Relationship**

Successfully maintained a good relationship with many renowned brands.

## Certifications

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**CISCO IT Essentials Certified.**