

Md Yeakub Hosssain

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Career Objective

Ambitious to create a successful career in Marketing sector with full of efficiency, consistency and patience besides ensure benefits and mutual goals and success for the organization.

Experience

MGH Group

(January 2020 – present)

Position: Specialist of CRM & Sales

Main duty is to assure quality of service to retain customers. Here mainly I work in teams, where I need to find the problems of customers that they face with company policies & offers and providing them the solution in a satisfactory way that they re-purchase and stay with company.

Education

North South University (NSU)

Bachelor of Business Administration(BBA)

Major in Marketing

CGPA: 3.28

Dhaka, Bangladesh

(May 2016 to April 2020)

BAF Shaheen College

Higher secondary school certificate (HSC)

Business Studies

GPA: 4.42

Chittagong, Bangladesh

(2014-2015)

P.H Amin Academy

Secondary school certificate (SSC)

Business Studies

GPA: 4.31

Chittagong, Bangladesh

(2012-2013)

Extra-Curricular Activities

In-Charge (2017-2019)

North South University Shangkritik Shangathan (NSUSS)

Here I designed handmade promotional flyers and festoons for all NSUSS programs and managed more than 50 people to get the work done. Without this I also volunteered big programs like Boshonto, Boishakh and Convocations of NSU and managed the artists like James, Artcell, Miles who came to participate those all programs.

YouTuber (2017- Now)

Content Writer and Actor

Work with a channel Name “AB Palash”. Wrote and directed more than 30 videos and acted more than 10 videos and always use to manage all the team members during the shooting time.

Achievements

1st Runners Up

Inter University GK Competition, 2019

Organized by North South University Mooting Society (NSULMS)

Certified Cadet

Bangladesh National Cadet Corps

Did two camp under Bangladesh Air Wing where I got the initial military training. First camp was ATC camp in Shamsher Nagar, Sylhet for 15 days and other one was CTC camp in Kurmitola, Dhaka for 15 days.

Skills

Microsoft Office

- Microsoft PowerPoint: Excellent
- Microsoft Word: Intermediary
- Microsoft Excel; Moderate

Marketing Research

Area: Medical Tourism

Here I did a quantitative marketing research on medical tourism and the reasons behind it. I collected surveys from 400 people and analyze the data in IBM-SPSS to prove the hypothesis statically.

Academic Projects

Project name: SIREN, A Solution for Medical Hassel.

Course Title: Entrepreneurship

Made a full-fledged Business plan on E-Hospital business and presented the idea in front of real life investors and tackled 1-hour tough questioning session.

Project Name: Strategies Launching MacDonaldsm in Bangladesh.

Course Title: Strategic Marketing

Gathered information on restaurant industry and try to did a perfect industry and environment analysis and made some good strategies that MacDonads could follow if they want to do a successful business in Bangladesh market.

Project Name: Increasing Rate of Prostitution in Dhaka City

Course Title: Advance Composition

Here I tried to figure out the reasons why the rate of prostitution business is increasing in Dhaka city. For this reason, I surveyed 50 general people to know their perception and also surveyed 30 prostitutes to know the real reason.

References

Sakif Alam

Department of Law

North South University

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