



## RASHADUL ISLAM

### Contact

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### Professional Skills

- Adaptability
- Customer Service
- Leadership Management
- Budgeting and Planning
- Public Relations

### Computer Skills

- Expert in Microsoft Office suites. Focused mostly on - Microsoft Word, PowerPoint and Publisher.
- Savvy with digital marketing.
- Professional knowledge in Facebook Business Manager.

### Achievements

- Become a Digital Marketing Specialist. From - LinkedIn.
- Become a Customer Service Specialist. From - LinkedIn.
- The Fundamentals of Digital Marketing. From - Google Digital Garage.
- Create a Social Media Marketing Campaign. From - University of Leeds & Institute of Coding.
- Perfect Attendance Certificate Notre Dame College, Dhaka.

### Worked with

- Microsoft.
- Grameenphone.
- Inpace communications Ltd.
- Jersey Plus BD.
- Khuddro Proyas.

### Profile

As an executive over 2 years worked successfully in Marketing, Brand and Customer Relationship Management. I am passionate to work hard as a competent employee in a well-reputed organization that demands hard work, challenge, innovation and strong sense of responsibility, provides an excellent working environment and ample opportunities for career development.

### Experiences

- 2015 - 2017 Junior Executive  
Marketing and Sales, Ojonika.com, Dhaka.  
Assisted customers to buy, resulting in Tk 15,000 approx. profit per month.  
Approx. income Tk 3,50,000 in two years.  
Initiated a series of marketing campaigns resulted 25% increase in CTR.
- Jan, 2016 Sales Executive  
Marketing and Sales, Fit Elegance, Dhaka International Trade Fair.  
Handled direct sales over 3,000 customers and total profit of Tk 3 Crores.  
Ensured daily and weekly sales targets with collaboration of 8 people.  
Achieved employee of the month.
- Feb, 2017 Student Guider  
University of East London, Education UK Fair-2013, British Council, Dhaka.  
Supervised over 250 students, worked with a team of more than 55 members and 30 foreign delegates.

### Education

- 2017 - 2019 Master of Business Administration - MBA. 3.53 (Scale of 4)  
University of Dhaka.  
Department of Marketing, Faculty of Business Studies - FBS
- 2011 - 2015 Bachelor of Business Administration - BBA 3.42 (Scale of 4)  
National University Bangladesh.  
Major in Marketing, Institute of Science and Technology - IST
- 2008 - 2010 Higher Secondary Certificate - H.S.C. 5.00 (Scale of 5)  
Business Studies, Notre Dame College, Dhaka.
- 1998 - 2008 Secondary School Certificate - S.S.C. 5.00 (Scale of 5)  
Business Studies, Haider Ali High School, Dhaka.

### Research and Internship

- 2019 Mobile Banking System in Bangladesh (Prospects & Challenges)  
The Context of bKash  
Department of Marketing, University of Dhaka.
- 2017 Revenue Management System (RMS) of Biman Bangladesh Airlines Ltd.  
Head Office - Balaka Bhaban, Kurmitola, Dhaka.

### References

- Prof. Dr. Samir Kumar Sheel  
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University of Dhaka  
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