

## **S.F. HOSSAIN SHANTU**

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### **Career Objective:**

To secure a position with a well-established organization with a stable environment that will lead to a lasting relationship with the corporate sector. To obtain a position that will enable the use of my strong organizational skills and dedication.

### **Special Qualification:**

1. Quick learner, eager to further my basic knowledge and skills. 2. The meticulous worker is attentive to quality and detail. 3. Able and willing to assist co-workers, supervisors, and clients in a cooperative manner.

### **Employment History:**

#### **1. Company Name: - Ad Play Technology Limited**

**Title of the Job: - Customer Success Manager (Business Development) (18th April 2021- Running)**

**Company Location: - Plot-114, Level-4, Block-E, Road-12, Banani, Dhaka**

**Department: - Business Development**

### **Duties/Responsibilities:**

1. Maximize the add Selling used the platforms such as Truecaller, Imo, Shareit, Mx Player, Gaana Apps, Adcolony, Anzu, Silver push, AdPlay DSP & Programmatic Platform, Appnext, Apsflyer, etc.
2. To manage the ads for companies: Mindshare Unilever team, Bashudhara group, Upay, Nagad, Bkash, Navana Toyota, Mitsubishi, Nerolac Kansai, Arlafood, Bombay & Sweets, Miniso, Square, Emami, Runner, IFIC Bank, Food panda, Dabur, Mindshare GP Team Evaly, aleshamart, Walton, Brac Dairy, Evaly, DBBL, City Group, Xiaomi, Pran.

**2. Company Name: - Bitspearhead Limited: Exclusively Reseller of Yahoo**

**Title of the Job: - Assistant Manager (Business Development) (1<sup>st</sup> January 2020 - 28<sup>th</sup> February 2021)**  
**Senior Executive (Business Development) (3<sup>rd</sup> September 2018 – 31<sup>st</sup> December 2019)**

**Company Location: -** Unit 401, 3rd Floor, Hose-15, Route 128, Gulshan-1, Dhaka-1212

**Department: -** Business Development

**Duties/Responsibilities:**

**A.** Having strong knowledge of marketing and communications, and how to build and manage brands.

**B.** Suggesting the strategy and plan to execute marketing for increasing the popularity of the Digital Platform.

**C.** To increase brand awareness and loyalty, grow the audience, and attract advertisers by giving them different offers & comfort.

**D.** Almost 9 months of hands-on experience of working with 25+ real brands in running their digital campaigns such as

**E.** Banglalink, LG-Butterfly, Unilever, Square Group, Aarong Dairy, Yellow, Aarong, Pran, Bengal Meat, Bkash, Nagad, Super Star Group, TVS Autos, Symphony, Daraz Bangladesh, Evaly.com.bd, etc.

**F.** Performance-based campaigns (Conversion/Lead Generation) for Daraz, Bagdoom, Yellow, BSB Global, Purnanva

**G.** Individual Platforms: ESPN, Cricinfo, Cricbuzz, IMO Messenger, Viber, Truecaller UC Browser, Basic knowledge of mobile app third-party tracking attribution platform (Appsflyer), Sizmek.

**3. Company Name: - Radio Dhol 94.0 FM**

**Title of the Job: - Junior Executive (Business Development) (1<sup>st</sup> October 2015 – 31<sup>st</sup> August 2018)**

**Company Location: -** Lotus Kamal Tower-2, Level-16, Gulshan 1, Dhaka-1212

**Department: -** Business Development & Event Organizer

**Duties/Responsibilities:**

**A.** Develop brand standards by ensuring annual plans & budgets for the brand

**B.** To increase brand awareness and loyalty, grow the audience, and attract advertisers by giving them different offers & comfort.

**C.** Ensure consistent communication in all marketing activity, looking at competitors' marketing strategies and exploring listener opinions and gaps in the market.

**4. Company Name: - Apon Kraft**

**Title of the Job: - Manager (Factory & Showroom) (1<sup>st</sup> July 2012 – 31<sup>st</sup> August 2015)**

**Company Location: -** Adabor 1, Mohamadpur, Dhaka

**Department: -** Management (Factory & Showroom)

**Duties/Responsibilities:**

- A.** To manage accounts.
- B.** Product purchase for the showroom.
- C.** Liaison with all stakeholders for running the business and explore new business.
- D.** Manage all outlets all over Bangladesh.
- E.** Manage all outlets all over Bangladesh.
- F.** Strategy Planning for the market gaps.

**4. Company Name: - Fortune Accessories Limited**

**Title of the Job: - Marketing Executive (Marketing & Sales) (1<sup>st</sup> July 2011 – 30<sup>th</sup> June 2012)**

**Company Location: -** Babli Mashjid, Tejgaon, Dhaka

**Department: -** Marketing & Sales

**Duties/Responsibilities:**

- A.** Promote the product to the customer by identifying, generating and developing,
- B.** Relationship with the prospective customer to achieve revenue targets.
- C.** Develop a good relationship with garments and buying a house.
- D.** Order & sample follow-up.
- E.** Perform the duties assigned by the superior.
- F.** Work on the marketing campaign.

**Academic Qualification:**

Exam Title	Concentration /Major	Institute	Result	Pas.Year	Duratio n
BSC - Bachelor of Science ( <b>B.S.C</b> )	Physics	The University OF Comilla, Bangladesh	CGPA:3.60 out of 4	2016	5
HSC-- Higher Secondary Certificate ( <b>H.S.C</b> )	Science	Town Degree College Dhaka	GPA: 3.50	2011	2
SSC-- Secondary School Certificate ( <b>S.S.C</b> )	Science	Govt. Laboratory High School Rajshahi	GPA: 3.75	2009	10

## Career & Application Information:

Preferred Job Category	:	Sales and Marketing/Business Development
Looking for	:	Mid-Level Job
Available for	:	Full Time
Preferred District	:	Dhaka
Preferred Organization Types	:	Govt./ Semi Govt./ Autonomous body,
Multinational Companies		

## Specialization:

### Fields of Specialization

- Dedication to work with efficiency.
- Communicating with diverse people.
- Teamwork spirit for effective leadership.
- Fluent in both spoken & writing English.

## Personal Details:

Father's Name	:	Late. Akhter Hossain
Mother's Name	:	Late. Israt Akther
Date of Birth	:	28 <sup>th</sup> December 1994
Gender	:	Male
Marital Status	:	Unmarried
Nationality	:	Bangladeshi
National Id No.	:	5086808622
Religion	:	Islam
Permanent Address	:	House- 504, Road- Kathaltola. Faidabad, Dakhshinkhan, Uttara
Current Location	:	Dhaka-1230

### Social Media Link:

Facebook ID	<a href="https://www.facebook.com/s.f.hossain.shantu">https://www.facebook.com/s.f.hossain.shantu</a>
LinkedIn ID	<a href="https://www.linkedin.com/in/s-f-hossain-shantu-104b3711b">https://www.linkedin.com/in/s-f-hossain-shantu-104b3711b</a>
Twitter ID	<a href="https://twitter.com/f_shantu?s=08">https://twitter.com/f_shantu?s=08</a>

### Reference:

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#### **Zahidul Haque Apu**

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