

ABOUT ME

A fresh undergraduate with a high interest in the marketing sector to work where my developed skills can be utilized and to learn new skills which will make me more efficient and help me to achieve my goal of becoming a top-level executive.

EDUCATIONAL QUALIFICATION

Secondary School Certificate

2012 - 2014

National Ideal College

Business Studies

GPA: 5.00

Higher Secondary Certificate

2014 - 2016

Notre Dame College

Business Studies

GPA: 5.00

Graduation

2017 - 2021

East West University

Bachelor of Business Administration

Major: Marketing

CGPA: 3.67

EXTRA CURRICULAR ACTIVITIES

• PRESIDENT

2015 - 2016

Notre Dame Business Club

ACHIVEMENTS

- Pioneer and Chief Organizer of 1st Business Fest Bangladesh 2015
- Champion of Service Combat 2018
(Intra-University Service Idea Generating Competition)

CERTIFICATIONS

- **Inbound Marketing Certificate**
HubSpot Academy
- **PRESENTING YOUR WORK WITH IMPACT**
UNIVERSITY OF LEEDS
- **Merit Scholarship Certificate**
East West University
- **Dhaka Board General Scholarship**
HSC 2016

24th April, 1999218/6 East Rampura,
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SKILLS

WORK

MICROSOFT OFFICE



ADOBE PHOTOSHOP



ADOBE LIGHTROOM



MEDIA BUYING



LANGUAGE

BENGALI



ENGLISH



HINDI



STRENGTHS

- Strategic Planning
- Client communication
- Marketing and advertising
- Market Analysis
- Relationship development
- Marketing Strategy Planning
- Campaign development
- Company organization
- Recruitment
- Team management
- Business operations
- Business Development

WORK EXPERIENCE

▪ Assistant Executive of Business Development

RPS Digital
Gulshan, Dhaka.

2018 - 2020

- Helped clients develop website portals and social media pages to promote businesses.
- Developed advertising tactics and implemented new solutions for increased brand awareness.
- Developed campaigns and specific marketing strategies for clients.
- Wrote engaging and successful marketing, advertising and website copy.
- Built client relationships by responding to inquiries, identifying and assessing clients' needs, resolving problems, and following up with potential and existing clients.
- Tracked and analyzed reports to determine needed improvements.
- Assisted various departments with change by communicating new improvement plans and expectations.
- Devised hiring and recruitment policies for the company.
- Created organizational filing systems.
- Created documents to display financial reports and data using Excel Sheets.
- Collaborated with teammates to develop advertising collateral and sales presentations.
- Networked among local business and community organizations to develop leads and generate business.

▪ Intern

Daraz Bangladesh
HQ, Banani, Dhaka.

2021

- Researched and suggested possible campaigns for company's CSR activities.
- Inspection of Current Campaigns to increase efficiency.
- Built client relationships by responding to inquiries, identifying and assessing clients' needs, resolving problems, and following up with potential and existing clients for social enterprise.
- Tracked and onboarded sellers on marketplace.
- Networked among local business and community organizations to develop leads and generate business.