



## PROFILE

A driven individual with substantial motivation and focused on achieving goals. Constantly deliver great work, regardless of the pressure. Is gifted in being driven, determined and ambitious. Ready to utilize skills in learning and gaining practical knowledge in dynamic environment.

## EXTRA CURRICULAR ACTIVITIES

- Attended & certified on Excel Boot-Camp by CPC, NSU | (Summer 2018).
- Participated in HR Calibration 2.0 | (Summer 2018).
- Member of Quantum Blood Association | (2014 – present).
- Participated in Inter-school and College Debate | (2007- 2013).

## HOBBIES

- Doing makeovers
- Baking
- Home decorating
- Watching movies and series

# RAYDA NOOR

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**Date of Birth:** 1<sup>st</sup> September 1996

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## WORK EXPERIENCE

### MANAGEMENT TRAINEE OFFICER

Feb '19 – Feb '20

Department of Brand, Baby Food Division

Abul Khair Consumer Products Ltd., Abul Khair Group Ltd.

- Product development & product line extension (research & acquisition)
- Multiple product categories management
- Capability development of employees
- Territory management
- Social media accounts and customer queries management
- Prepared qualitative analysis from reports provided by the digital agency
- Worked closely with the digital agency to plan social media posts, media buying etc.
- Managed day to day social media operations to ensure best outcomes
- Created digital media road map for the brand
- Helped brand team to setup media plans and work accordingly
- Attended the **Gulfood Fair, Dubai '19**
- Conducted market research in **Kuala Lumpur** and **Kolkata**

### INTERNSHIP

Summer '18

Banglalink Digital Communications Ltd.

Department of Supply Chain Management, Finance

- Arranged and attended vendor meetings
- Updated enlisted documents
- Updated PR/POs on Oracle

## EDUCATION

### Master of Business Administration (MBA)

Currently Enrolled

University of Dhaka

Faculty of Business Studies

- Major : **Marketing** (CGPA – 3.60)

### Bachelor of Business Administration (BBA)

2014 - 2018

North-South University

School of Business and Economics

CGPA - 3.39 out of 4.00

- Major 1 : **Marketing** (CGPA: 3.67/4.00)
- Major 2 : **Accounting & Finance** (CGPA: 3.50/4.00)

### Higher Secondary Certificate (H.S.C)

2013

Dhaka City College (Result - GPA 5.00/5.00)

✓ Achieved full scholarship (general)

### Secondary School Certificate (S.S.C)

2011

YWCA Higher Secondary Girls' School (Result - GPA 5.00/5.00)

## PROFESSIONAL SKILLS

Team Player	Pro-Active	Leadership	Time Management	Detail-Oriented
Public Speaking	Critical Thinking	Project Management	Empathetic	Fluency in Bangla & English

## TECHNICAL SKILLS

- MS Office \_\_\_\_\_
- Oracle \_\_\_\_\_
- Adobe S/W \_\_\_\_\_
- SPSS \_\_\_\_\_

## ACADEMIC PROJECTS HIGHLIGHT

### Marketing-

- Rebranding- An extensive research to find the brand failure points of Goalini Sweetened Condensed Milk as well as to rebrand the brand.
- Advertising Management and Design- Developed the use of appropriate marketing tools and created promotional storyboards along with a TVC for Qubee Bangladesh for Rebranding.
- Blue Printing & Gaps Analysis- Developed blueprint of the courier service company Sundarban Courier Service Ltd. along with service quality measurement using SERVQUAL model.
- Research and SPSS Application- Research on consumer purchase intention of foreign brands in the electronic industry.

### Accounting & Finance-

- Stocks and Security Analysis
- Conceptual and Analytical Development-
  - Estimated budgeting and planning
  - Field research and practical implication of the information
- Merger Analysis -
  - Ratio analysis
  - Pro- forma income statement and balance sheet
  - Company valuation, bond and stock valuation

## REFERENCES

<b>Syed Shahriyar Ahsan</b> Managing Director Sadharan Bima Corporation Phone: 9552070, 9551305 Email: md@sbc.gov.bd	<b>Khandaker Rakib Hossain</b> Deputy General Manager Bangladesh Development Bank Ltd. Phone: +8801819469127, 9556682
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