



MD. AZHARUL ISLAM

MARKETING EXECUTIVE
ERA-INFOTECH LTD.

TOTAL EXPERIENCE - 3 YEARS

MBA from BUP, Finance, CGPA 3.45

BBA from NSU, Marketing

Area of Expertise: Marketing, Finance,
Accounts, Administration, Business Development

CONTACT INFO

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CAREER OBJECTIVE

My vision is to become a Top Level Manager of a reputed company through acquiring dynamic Experiences, constant hard work and learning from attaining wide range of Training Courses.

AREAS OF EXPERTISE

- Finance & Administration, Marketing
- Preparing Tender Document,
- Financial Modeling
- Project Cost Analysis, Budgeting,
- Doing Presentation and Sales pitch to Directors and High Officials of Banks, NBFIs and MNCs
- Attending Conference, meetings and Industry Events to identify business opportunities.
- Contacting potential clients, establish rapport, arranging meetings
- Developing Quotes and proposal, negotiating a deal, making contracts

TECHNICAL SKILLS

Tender Documentation, Sales, Marketing, Digital Marketing, WordPress, SEO, Customer Service, Business Development, Fundamental & Technical Analysis, Budgeting, Procurement,

SOFT SKILLS

Presentation, Persuasion, Negotiation, Energetic, Leadership, Analytical, Organized, Outgoing,

COMPUTER SKILLS

ERP, Oracle, DSE FlexTP, MS Office

CAREER SUMMERY

Aug '20 to Continue: **Marketing Executive** at **ERA-InfoTech Ltd.**
Jan '18 to Apr '20: Started **MBA** from **BUP**. Did Part Time project works
Dec '17: Left Job because of parent's accident.
Sept '16 to Dec '17: Promoted to **Finance & Administration Officer**
Sept '15 to Aug '16: **Marketing Officer** at **Comfort Group of Industries**
May '15 to July '15: Internship at **United Commercial Bank Ltd. (UCBL)**
Dec '15: **BBA** from **North South University (NSU)**
Major: Marketing, Minor: Finance & Accounting

CAREER & ACADEMIC TIMELINE



PROFESSIONAL TRAINING & COURSES

No.	Training Courses	Issuer	Duration
1.	Machine Learning (Auto ML, AI, Chat Bot)	Google Cloud	1 Month
2.	Microsoft Excel (Financial Modeling)	CFI	1 Month
3.	Financial Statement Analysis	CFI	1 Month
4.	Export Marketing (Import-Export Document)	SCITI, BSCIC	3 Month
5.	Affiliate Marketing (Digital Marketing, SEO)	BITM	3 Month
6.	Advance Computer Applications	NYTA	3 Month
7.	Spoken English	NYTA	3 Month
8.	IELTS Preparation	British Council	3 Month

WORK EXPERIENCE

ERA-INFOTECH LTD.

Marketing Executive | Sep 2020 - present

- Pursuing and convincing new clients and ensuring existing client satisfaction
- Preparing Tender Document, Project Cost Analysis, Budgeting, Financial Modeling
- Preparing Business Proposal, RFP & EOI, All Tender related Docs.
- Doing Presentation and Sales pitch to Directors and High Level Officials of Banks, NBFIs and MNCs
- Making in-depth market study, understanding market situation, prospect, competition and market trend

COMFORT GROUP OF INDUSTRIES LTD.

Officer – Finance & Administration | Sept '16 - Dec '17

- Assisting Head of Finance in preparing Budgets and monitoring Expenses
- Managing, Supervising and Coordinating office procedures & Resolving administrative problems
- Analyzed the volume of trading and developed trading pattern that increased trade volume by 30%
- Providing order placement recommendations using Technical Analysis for optimum positioning
- Recording all income and expenditure in the System, providing entry, preparing vouchers
- Analyzing overhead budget and cost recovery, update monthly of spending and income achieved
- Organizing, Arranging and Coordinating meetings and preparing meeting minutes
- Preparing procurement and expenditure plan, Procuring stationary and other materials

Marketing Officer | Sept '15 - Aug '16

- Pursuing and convincing new clients and ensuring existing client satisfaction
- Preparing Tender Document, Project Cost Analysis, Budgeting, Financial Modeling
- Doing Presentation and Sales pitch to Directors and High Officials of Banks, NBFIs and MNCs
- Forecasting future opportunities and threats and presenting investment recommendation
- Providing spot coach on leadership, presentation, confidence and communication skills
- Developing training modules, doing Presentations and facilitating Training programs
- Planning, organizing, and monitoring the sales activities to ensure the targeted sales objective
- Keeping up-to-date information of competitor's activities and handling complaints smoothly

UNITED COMMERCIAL BANK LTD.

Intern | Jun '15 - Aug '15

- Familiar with most of the banking operation & procedure in GB & Foreign Exchange
- Familiar with using Oracle Software, Photo and Cheque Scanner
- Dealt with foreigners and regular customers for accounts opening and other services

PROJECT GREEN CARE (PART TIME)

Project Coordinator | Nov '18 - Apr '19

- Created 13,000 sqft of Rooftop Garden in Dhanmondi.
- Led a group of 40 workers and 6 team member, pursued client and negotiated a deal of 5,20,000 tk
- Exhibited in "Channel i" "Prokriti Mela", "NSU Startup Expo"
- Achieved "Channel i, Prokriti Mela Award", and collaborated with "Green Savers"

ACADEMIC HISTORY

BANGLADESH UNIVERSITY OF PROFESSIONALS (BUP)

MBA | Jan '17- Apr '20

Major in Finance, CGPA: 3.45

Thesis on Capital Market:

"A study on DSE investors Speculative Behavior"

NORTH SOUTH UNIVERSITY (NSU)

BBA | Dec '15

Major in Marketing, GPA - 3.00

Minor in Finance & Accounting

IDEAL COLLEGE, DHANMONDI

HSC - Science | Dec '09

MOTIJHEEL MODEL HIGH SCHOOL & COLLEGE

SSC - Science | Dec '06

HOBBIES & EXTRACURRICULAR

• **Travelling** : Traveled throughout Bangladesh

• **Guitar**: Classical and band music from Silverdale Academy

• **Meditation Course**: Quantum Method Graduation Course, Student Course, Healing & Psychi course

• **Martial Art** : Combat Self Defense (CSD) Personal Protection

• **Physical Exercise**: Narinda Government GYM Member

- **Admin- "BUP Career Hub"**: A career group of BUP for all Students and Graduates from all program

- **Content Writer**: Wrote content about Developing Life Skills like Leadership, Confidence, Discipline, Goal Setting, Communication, Networking, and Presentation skills.