

SHADMAN HABIB TALUKDER

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CAREER OBJECTIVE

I want to learn and grow with an organization that upholds right values and visions with the opportunity to work in an excellent environment.

EDUCATION

| Degree | Department/ Concentration | Name of Institution | CGPA |
|--------|------------------------------|---------------------------------|------|
| MBA | Management | University of Dhaka | 3.39 |
| BBA | Marketing | North South University | 3.13 |
| HSC | Science | Dhaka Residential Model College | 4.60 |
| SSC | Science | Dhaka Residential Model College | 4.88 |

EXPERIENCE

❖ **Brainwork Limited** (December 2020- Present)

Designation: Senior Executive

Department: Marketing

Key Responsibilities:

- ✓ Ensuring presence on **Digital Platforms** by creating **Digital Marketing Strategies**.
- ✓ Communication with business partners and preparing business proposals and reports.

❖ **Expo Group, Bangladesh** (January 2019- November 2020)

➤ Business Unit: **Freight Options Ltd.** (Jan 2020- Nov 2020)

Designation: Sales Specialist

Department- Sales

Key Responsibilities:

- ✓ Regular communication, negotiation & follow up with overseas agents and customers.
- ✓ Building rapport, On-boarding new customers and achieving sales target.

- Business Unit: **Expo Holdings (BD) Ltd.** (Jan 2019- Jan 2020)
Designation: Management Graduate

Key Responsibilities:

- ✓ Identifying challenges, scope of improvement for different business units and preparing reports and presentations as per requirement of top management.

❖ **Pavilion360 Limited** (April 2017- January 2019)

Designation: Brand & Business Development Executive **Department:** Marketing

Key Responsibilities:

- ✓ Brand Planning & Strategy Formulation, **Digital Campaign Planning & Execution.**
- ✓ Creating **Digital Marketing Strategies** to optimize online traffic to the company's Website, Facebook Page, LinkedIn & YouTube channel.

❖ **GlaxoSmithKline Bangladesh Limited** (November 2015- March 2016)

Designation: Territory Officer **Department:** Sales

Key Responsibilities:

- ✓ Driving distribution to ensure **availability** of brands in market; Ensuring trade **visibility** and achieving secondary sales target.

INTERNSHIP

Square Toiletries Limited (February 2014-May 2014)

Designation: Intern **Department:** Marketing

- ✓ Supervised activation of **ZEROCAL, Senora, Meril & Sepnil** Hand Sanitizer.

SKILLS

- ✓ Effective communication, presentation, interpersonal and negotiation skills.
- ✓ Efficient in basic **Video Editing & Graphics Designing**- Creating Brochures/Flyers/Posters/Templates.
- ✓ Adequate knowledge on **Digital Marketing** Tools- **SEO, SEM, Google Analytics, Social Media Advertising.**
- ✓ Strong command of English & Bangla Language, **Creative Writer.**

REFERENCES

Md. Asaduzzaman Khan
Head of Retail
Channel Development
Bengal Meat Processing Industries Ltd.
Email: asad@bengalmeat.com
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Md. Zia Uddin
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