



# Md. Sourav

Motivated master's student and business graduate who combines creative thinking and problem-solving ability developed while juggling full-time course load and leadership roles in order to solve business using creativity and content communication.

## EDUCATION

- **M.Sc. in International Management and Psychology**  
*Hochschule Rhein-Waal | March 2020 To Present*
- **Bachelor of Business Administration (B.B.A)**  
*International Islamic University Chittagong | March 2013 To Sep '17*

*Courses: Educational and Organisational Media | Operation Research | Leadership and Psychological Assessment | Project Management | Economic Behaviour.*

## WORK EXPERIENCE

- **Enterprise Resource Planning with SAP S/4HANA (Part of Learning)**  
**Brandenburg University of Applied Sciences | May 2021 To Sep 2021**
  - ✓ Overview of the software vendor SAP, the technical and functional framework of SAP S/4HANA and GBI GmbH.
  - ✓ The Integrated Model Company for Research and Education of SAP UAP.
  - ✓ Handling of SAP S/4HANA (SAP Fiori User Interface, Navigation, Help Function, Remote-Login).
  - ✓ Theoretical foundation and practical processing of interactive case studies in an SAP S/4HANA System.
- **Junior Digital Marketing Executive**  
**BM Energy (BD) Ltd | Aug'17 to Oct'18**  
A joint venture (Netherlands – Bangladesh) company  
[www.bmenergybd.com](http://www.bmenergybd.com)
  - ✓ Developed, and implemented digital marketing strategies with a focus on contents for BM LP GAS.
  - ✓ Corresponded for all brand communications on digital and press media.
  - ✓ Coordinated in scoping, planning, and execution of digital deliverables for all contents and day-to-day digital activities.
  - ✓ Planned internal - external meetings, workshops, advertising and media agencies to ensure all digital communications support brand objective.
  - ✓ Collaborated cross-functional teams to support the achievement of business and brand objectives in the short and long term.
- **Social Media Manager, (Part Time, Remote)**  
**Alliance Française Chittagong | Aug'20 to Jul'21**  
A member of World Alliance française network and cultural partner of French Embassy in Dhaka
  - ✓ Developed creative and engaging social media strategies, Campaign designed and Content Management.
  - ✓ Monitor, track, analyse and report on performance on social media platforms using tools Facebook insights.
  - ✓ Developed key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.

## TRAINING AND SKILLS DEVELOPMENT

- **The Fundamentals of Digital Marketing**  
Google Digital Garage, Google Incorporation | May 2021



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Duisburg, Germany

## TECHNICAL SKILLS

- MS Office Suite (Proficient)
- SAP S/4HANA (Intermediate)
- SAP Fiori (Intermediate)
- Digital Marketing (Advanced)
- Google AdWords (Advanced)
- Adobe Illustrator (Advanced)

## SOFT SKILLS

- Leadership, Negotiation,
- Project Management and Execution
- Problem Solving, Time Management
- Team Work, Financial Planning
- Business Communication
- Event Management

## ONLINE CERTIFICATION

- The Fundamentals Of Digital Marketing From Google.
- The Instagram Marketing Bootcamp.
- Email Marketing Basics.
- How To Develop A Successful Content Marketing Strategy
- SEO Training Basic - Learn How To Rank In Google Search Results.

## LANGUAGES

- English : Professional Proficiency
- German : Proficiency A 2 Level
- Bengali : Native