Rakibul Hasan Shovon, MBA, M.A.

2716 N Cramer Street • Milwaukee, WI, 53211 • rhshovon@uwm.edu • 414-788-1989• Portfolio: **rakshowsproject.github.io**

Data-driven marketing graduate with expertise in Python, R, and Power BI. Experience in market research, business intelligence, and strategic decision-making, with a track record of improving processes and analytics workflows. Passionate about applying machine learning and business analytics to drive company growth

Experience

Graduate Teaching Assistant | University of Wisconsin-Milwaukee
August 2024- Now

- Redesigned marketing course content improving student engagement by 20% than previous semester
- Mentored 100+ students in marketing analytics and business case studies
- Streamlined grading and feedback processes, reducing turnaround time by 30% ensuring timely student progress tracking
- Led student-focused workshops on marketing strategy and analytics tools, increasing students' practical knowledge
- Utilized learning management systems (LMS) to monitor student performance, track progress, and provide actionable insights

Classroom Technician | University of Wisconsin-Milwaukee
August 2023- August 2025

- Provided technical support and troubleshooting for classroom AV and IT equipment
- Installed, configured, and maintained computers, projectors, and smart boards
- Assisted faculty and students with setup and use of classroom technology
- Managed inventory and performed routine maintenance on all classroom devices

Strategic & Coordination Affairs Officer | North South University
September 2021- January 2023

- Led cross-functional coordination optimizing 500+ sensitive records, strengthening data security
- Executed strategic marketing partnerships with 15+ media outlets, enhancing public relations
- Managed Vice-Chancellor's policy discussions and developed 20+ strategic reports
- Executed successful marketing campaigns that resulted in a 25% increase in the university's online presence
- Collaborated with cross-functional teams to strengthen internal and external communication, enhancing university engagement

Ad-hoc Qualitative Research Assistant | Nielsen Bangladesh Limited
March 2017- December 2019

- Conducted 147 focus groups & 50+ in-depth interviews, shaping business strategies for top brands
- Led consumer sentiment analysis for telecom and FMCG industries, influencing corporate decisions
- Strengthened data collection methodologies improving research accuracy and depth for key insights

Education

- **M.Sc. in Management: Concentration in Marketing (STEM) | CGPA- 3.9**   **January 2023-December 2025**
  University of Wisconsin-Milwaukee

- **Graduate Certificate in Business Analytics | CGPA- 3.9**   **August 2024 - May 2025**
  University of Wisconsin-Milwaukee

- **Master of Business Administration | CGPA- 3.4**   **January 2020 – December 2022**
  North South University

Projects (Full Portfolio: rakshowsproject.github.io)

- **Churn Prediction – Orange Telecom**
  Logistic model + Power BI dashboard to identify churn risk from user behavior

- **EV Analytics Suite**
  Clustered EV specs, benchmarked km/kWh, mapped charging readiness.

- **Social Media Funnel Analysis**
  Mapped scroll-to-purchase journey via survey insights

- **AI & Gen Z (Mimetic Study)**
  Clustered ChatGPT user types; explored trust, fear, and trends

- **Consumer Persona Generator**
  Segmented survey users using K-Means/DBSCAN for targeting.

- **Soccer Scouting Model**
  Identified undervalued talent from performance stats.

Skills

Python, R, SQL, Tableau, Power BI, SPSS, Orange, Alteryx, Random Forest, Logistic Regression, PCA, Google Analytics, Market Research, Statistical Modeling, Public Speaking, Teamwork, Research, Time Management, Emotional Intelligence, Adobe Photoshop, Canva, Initiative & Innovation, Conflict Resolution, SEO, Negotiation Skills, Analytical Problem-Solving

Certifications & Achievements

- **Champion**
  M&I, Marsh and Ilsley Center for Business Ethics & Lubar College Business Case Competition 2025

- **Product Management**
  International Institute of Business Analysis (IIBA®)

- **Email and Newsletter Marketing**
  PMI® Registered Education Provider