



Mohammad Abrarul Hoque Bhuiyan

CONTACT

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OBJECTIVES

Looking to apply my knowledge and skills in a marketing & sales role. Ready to bring fresh ideas and strategies to improve brand visibility and boost engagement. Excited to be part of a team where I can grow professionally and deliver results in a fast-paced environment.

WORK EXPERIENCE

CO-FOUNDER & MANAGER

Bazpressbd

Online retail shop

july 2022- April 2023

- Supervise end-to-end operations, including product sourcing, pricing strategies and order fulfillment
- Developed & implemented effective digital marketing campaigns on social media platform to increase sell and customer engagement

CUSTOMER SUPPORT EXECUTIVE

Genex Infosys ltd.

-Robi process

Nov 2022 - janu 2023

- Provided professional support to 'Robi' users by handling inbound calls.
- Resolve customer inquiries and Complaints related to 'Robi' service and product

EDUCATION

**Bachelor in Business
Administration (BBA)**

2019- 2024

National university, Bangladesh

- Department of Business Administration, Tejgaon College Dhaka.
- Major in marketing.
- Played an active role in Tejgaon College Business Club, Organizing skill development sessions and business competitions.
- Project report title : Marketing Policies and Effective implementation of Foodpanda Bd.

**Higher Secondary
Certificate (HSC)**

2016- 2018

Tejgaon College, Dhaka

- Department of science

RELEVANT SKILLS

- MS Excel, MS Word, MS Power point
- Digital Marketiing
- Leadership
- Organizational Skill
- Team Work
- Listening

LANGUAGE PROFICIENCY

- English (intermediate)
- Bangla (native)

AREA OF INTEREST

Professionally

- Sales & Marketing
- Research & Development

Personally

- Building Teamwork
- Practicing Leadership

EXTRACURRICULAR ACTIVITIES

Tejgaon College Business Club (TCBC)

Organizing Secretary

July 2023- May 2024

Assistant General Secretary

December 2022- June 2023

- Initiated strategic planing and execution of club events, boosting engagement and participation.
- Coordinate seminars, Workshops and in house business programs to promote learning and networking.

CERTIFICATES AND TRAINING

Digital marketing BRAC-ISD

Aug 2021 - Dec 2021

SEO Course Eshikhon.com

April 2021 - july 2021

- Gained knowledge in SEO, Social media marketing, E-mail marketing and affiliate marketing.
- Learned to conduct keyword research, backlink analysis and optimize website content for search engine ranking.
- Developed skills in creating and managing online campaigns to optimize reach and engagement.

REFERENCE

MEER HUMYIRA NZNIN HUSIAN

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