



"Create. Don't Compete."

Soyab Mostofa

Planning | Experience | Assiduous

CONTACT INFO:

Cell no: 01865048207

Email: soyabmostofa@gmail.com

LinkedIn: in/soyabmostofa

GitHub: soyab-mostofa

Dribbble: soyabmostofa

PERMANENT ADDRESS

21/10 Pallabi

Mirpur 12, Dhaka

Born: 23rd September 1997, Bangladeshi,
fluent in Bangla and English.

WORK EXPERIENCE

notionhive

Notionhive

Strategy and Planning

October 22 – January 23

- Identified pain points and coordinated with cross-functional teams to develop 6 successful digital marketing presentations for clients such as Mahindra, Nestle and MetLife United group, British Council, Swiss Embassy, Hamid Traders and MU seafood.
- Research personas and analyzing keywords using Google Keyword Planner
- Contributed to promotional launches and OVC ideas for CenterPoint and wellbeing campaign and Mahindra tractor.
- Built and maintained an influencer database of over 280 local influencers to support clients PR initiatives.



Hexatech Solutions

Business Development Executive

February 22 – June 22

- Pitched and acquired 2 new Customer, \$10,000 in revenue.
- Identified 3 target industries with 5 potential business opportunities.
- Worked with IT team directly to identify clients' problems and implement SEO to grow organic reach. Used latest trends such as using techniques such as title tags, meta descriptions, header tags, and image alt tags.
- Alongside USP, I focused on the actual customer experience in touchpoints and Secured 85% retention business with clients.
- Written Proposal for business development and opportunities in Bangladesh and Canada.



FurnitureWala

Sales Executive

August 20 – May 2021

- Managed customer experience thorough accurate response client queries and increased revenue through effective sales techniques over the phone or site visit (B2X)
- Conducted factory visits to ensure quality control and project progress.
- Maintained strong customer relationships and built a network across Dhaka
- Managed social media pages and online inventory
- Conducted market research and analyzed latest trends

EDUCATION

Bachelor of Business Administration
North South University
School of Business
Major in Marketing
September 17 – December 22

Notable courses: Consumer Behavior, Promotional Management, Strategic Marketing, Strategic Marketing, Brand Management, Marketing Channels, and Marketing Analytics

Achieved 50% tuition waiver
CGPA: 3.02

HSC
Government Laboratory Collage
2014 – 2016

- Class of science
GPA: 4.36

SSC
Government Laboratory High School
2004 – 2014

- Class of science
GPA: 4.86

University Extracurricular activity

- Organized club events with over patricians of 3000 and celeb judge panel.
- Organized NSU Official events.
- Promoted NSU on Online Media
- Visit FMCG manufacturing plants
- Head of design for NSU's only live talk show, "NSU TALKS", made 20 episodes of YouTube content and podcasts.

Business completions: Brandwitz, CreAdiver, Socio Camp, Admaker

Other extracurricular Activity since 2021

- I have worked on Fiverr during quarantine on SEO friendly responsive web development.
- Research brands local and foreign clients to plan experience through social media & web.
- Planned and executed experiential event for 3 happy clients.
- Managed supply line and deal with suppliers across Dhaka.
- Worked with Signature11 for (VR) real estate experience

Skills: Word, PowerPoint, Excel, Adobe Illustrator, Premiere Pro, Figma, SketchUp, JavaScript, Python
Hobbies: Programming, reading nonfiction, Scripting.

REFERENCES

Irfan UL Hoque
(Ex Harvard)
Executive Director (Fatullah Group)
Director (Hexatech Solutions)
Cell: 01701220702
Email: irfan.hexatech@gmail.com

Brigadier General
Ohidul Alam Chowdhury
Chairman
Signature11
Cell: 01715105555
Email: ohidchowdhury@gmail.com

SIGNATURE

