

## Resume of MD. Hasan



- ❖ **Ph.D. (Fellow), Bangladesh University of Professionals**
- ❖ **MBA (Marketing Studies & International Marketing), University of Chittagong**
- ❖ **BBA (Marketing), University of Chittagong**
- ❖ **HSC (Commerce), Govt. Hazi Mohammad Mohsin College**
- ❖ **SSC (Social Science), East Kadhur Khil High School**
- ❖ **MA. in English Language Teaching (ELT.) Chittagong Independent University**
- ❖ **Managing Communication for Professional Success, Certified by IBA, University of Dhaka**
- ❖ **TOT. & TTT., Certified by British Council Bangladesh & IDP Education Bangladesh Private Limited.**

### Professional Experience:

- ❖ **Assistant Professor in Marketing, Faculty of Business Administration, Southern University Bangladesh**  
**New/471, University Road, Arefin Nagar, Baizid Bostami, Chattogram. Since December 2021**
- ❖ To Teach Business Communication, Sales & Distribution, Customer Relationship Management, Introduction to Marketing to Undergraduate Program (BBA) and Advanced Communication for Leaders, Service Marketing, Brand Marketing to Graduate Program (MBA)
- ❖ Actively working on Weaker Students in Undergraduate and Graduate Programs to develop their presentation and communication skills and academic excel
- ❖ Working as an active member of Admission Committee and many Departmental Committees
- ❖ Supervising, Guiding, and Monitoring the Internship and Thesis reports of the Undergraduate and Graduate students
- ❖ Working actively and directly with various stakeholders to arrange Internship placement and Job placements for Undergraduate students (BBA) and Graduate students (MBA)
- ❖ Organizing diverse Workshops, Seminars, and Training for Undergraduate and Graduate Students

### Additional Job Responsibilities:

- ❖ Conducting Training and workshops on Presentation Skills, Debating Skills, Spoken English, etc.
- ❖ Chief Advisor, Business Department English Club
- ❖ Member of the Admission Committee, Press and Media Committee, Orientation Committee, and many other Departmental- Committee, Department of Business Administration along with the University Central Committee
- ❖ Convener, Central Marketing & Promotion Committee
- ❖ Co-Convener, Central Cultural Committee
- ❖ Organizing Real Time Experience and Industry visits for Undergraduate and Graduate Students
- ❖ **Lecturer – Department of Business Administration, Southern University Bangladesh**

**739/ A, Mehedibag Road, Chittagong, Bangladesh. Since May 7, 2014 to November 2021**

- ❖ Taught Business Communication, Managing Customer Services, Sales & Distribution, English Reading and Spoken English Courses in the Undergraduate Program and Business Communication Course in the Graduate Program
- ❖ Specially worked actively on Weaker Students in Undergraduate and Graduate Programs to develop their presentation and communication skills
- ❖ Worked as an active member of Admission Committee and many Departmental Committees
- ❖ Organized and Coordinated the Orientation Programs for both BBA and MBA Programs in each semester

- ❖ Supervised, Guided, and Monitored the Internship and Thesis reports of the Undergraduate and Graduate students
- ❖ Worked actively and directly with various stakeholders to arrange Internship placement and Job placement for Undergraduate and Graduate students
- ❖ Associated, Engaged, and Established a network with Corporate Professionals and Industries to develop the Curriculum and share knowledge and experience
- ❖ Organized and Conducted diverse Workshops, Seminars, and Training for Undergraduate and Graduate Students
- ❖ Organized and monitored many Real Time Experience and Industry visits for Undergraduate and Graduate Students
- ❖ Encouraged the young learners to be Dynamic and can-do-oriented Professionals
- ❖ Stimulated the Graduates to be practical and bring up-to-date themselves in this Technological World

**Additional Job Responsibilities:**

- ❖ Trainer of diverse Workshops & Trainings and Presentation Skills, Leadership Skills, Debating Skills, Book Reading Program
- ❖ Coordinator, Book Reading Program jointly with British Council & SUB
- ❖ Chief Advisor, Business Department English Club
- ❖ Member of the Admission Committee, Press and Media Committee, Orientation Committee, and many other Departmental- Committee, Department of Business Administration along with the University Central Committee
- ❖ Worked as a Facilitator and Organizer of many training programs for the HR & Admin Department

❖ **Publications in Peer Reviewed Journals:**

[1] Current Practices of Green Marketing and Consumers Attitude towards Green Consumption: A Case Study of Selected Plastic-Bottled Soft Drinks Producing Firms.

Authors: **Mohammad Hasan**, Md. Alauddin, Md. Gaffar Hossian Shah

Name of Journal with Volume and Page Numbers: European Journal of Business and Management, ISSN2222-1905(paper) ISSN 2222-2839(Online) Vol.6. No.4, 2014 (Published)

[2] Ecological Marketing Practices for Nonrenewable Natural Resources: A Case Study on KGDCL

Authors: **Mohammad Hasan**, Asma Jarin

Name of Journal: Journal of Business and Society with Volume and Page Numbers: Vol No.7, Issue No1, Page no. 1-18, March 2018 (Published)

[3] Effect of Technological Advancements on Employee Productivity: A Case Study of a Leading IT Firm in Bangladesh; Name of Journal: Journal of Business and Society (Submitted), June 10, 2022

**Author: Mohammad Hasan**

[4] Students' Perception of the Book Reading Competition of the British Council

**Author: Mohammad Hasan**, IATEFL Conference, 2016- Birmingham, UK (Paper Submitted & Accepted.)

[5] Applications and Challenges of Blockchain Technology of Digital Marketing - **ongoing\***

[6] Influences of Social Networking Sites of School going Boys and Girls - **ongoing\***

[7] Book Reading and its Educational diversity to Youth - **ongoing\***

[8] Patterns of Behaviors of youth having Fast Food in Chattogram Metropolitan Area - **ongoing\***

- ❖ **Book Reading Project Coordinator – British Council, Chittagong Region, Jointly with Southern University Bangladesh, From September 2014 to 2020. – Partly Contract.**

- ❖ Coordinated the Book Reading Program from 2014 to 2019 at Southern University Bangladesh
- ❖ Successfully Done a Service Level Agreement and MOU Signing with Southern University Bangladesh & British Council
- ❖ Worked actively with diverse stakeholders of SUB

<ul style="list-style-type: none"> <li>❖ Shared many presentations proactively on the Effect of Book Reading to the Honorable Vice Chancellor, Honorable Founder, Honorable Co-Founder, Honorable Registrar, and Senior Management Members of Southern University Bangladesh</li> <li>❖ Encouraged the young learners to participate in Book Reading Competitions each semester</li> <li>❖ Successfully participated about 1300 Young Learners from different departments from 2014 to 2019</li> <li>❖ Organized various Teachers Training Programs for Faculty Members of Southern</li> <li>❖ Organized English Skills Training for Southern Administration Staff</li> <li>❖ Organized Prize Giving and Certificate Ceremony of Book Reading Competition jointly with BC and SUB</li> </ul>
<ul style="list-style-type: none"> <li>❖ <b>Chief IELTS Examination Invigilator, IDP Education Bangladesh Pvt. Ltd. From 2015 to 2021. Centre Number: BD 050, Partly Contract.</b> <ul style="list-style-type: none"> <li>❖ Handled the Examination Process actively to make a vibrant environment for all Test-takers</li> <li>❖ monitored the Examination Code of Conduct</li> <li>❖ Given clear instructions to all Test Takers on each module in every examination</li> <li>❖ Strongly Coordinated by Test Day Supervisor and handed over all examination materials to Chief Invigilator to give him or her feedback on the aforementioned docs after scrutinizing everything, correctly, and confidently</li> <li>❖ Instructed cordially to all invigilators to handle the Test Takers and examination Hall with full of patience and utmost dedication</li> <li>❖ Verified the Test Takers as per their passports</li> </ul> </li> <li>❖ Be up to date with the Test Takers on current changes in appearing Examination</li> </ul>
<ul style="list-style-type: none"> <li>❖ <b>Senior Relationship Manager – Airtel, Corporate Sales, Sales &amp; Distribution Department, Address: “Airtel” Holding no-34, Road-19/A, Banani Model Town, Banani, Dhaka, Bangladesh. Since 10th March 2014 to 25th April 2014</b></li> </ul>
<ul style="list-style-type: none"> <li>❖ <b>Corporate &amp; Strategic Sales Specialist – Augere, Sales &amp; Distribution Department, Address: “QUBEE” SFA Tower 4th Floor, Chittagong, Bangladesh. From 3rd February 2012 to February 2014</b> <ul style="list-style-type: none"> <li>❖ Developed the Market Strategy as per competitors regarding 4G Wimax Technology as the fastest internet ever in Bangladesh</li> <li>❖ Established long-term relationships with high-value customers and prepared their KYC that can be strongly maintained for each corporate account of each customer to calculate the revenue of the profitability of the company</li> <li>❖ Organized and took part in various training sessions and meetings with the team members to look at their threats and hereabout their communications and feedback the best from the customers</li> <li>❖ Looked out the Business potentials regarding B2B, B2M, and B2C to grave the new market acquisition</li> <li>❖ Visited the KYCs regularly and prepared sales reports frequently for further movements and clarifications</li> <li>❖ Can-do oriented working approach along with the department as well as ensure the integrated relationship with Customers &amp; Channel Partners</li> <li>❖ Value-based SWOT analysis and adopted the various market feedback to ensure the best result</li> <li>❖ Taken part in many Kicks of Meetings and exchanged information with Team members &amp; Senior Management on regular service trends in the current market</li> <li>❖ Building long-term cost-effective relationships with customers, competitors, and channel partners for the best outcome</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>❖ <b>Direct Sales Specialist – Augere, Sales &amp; Distribution Department, Address: “QUBEE ” SFA Tower 4<sup>th</sup> Floor , Chittagong , Bangladesh. Since June 2010 to January 2012</b></li> </ul>

- ❖ Organized & developed the D2D Relationship with Different Channel Partners
- ❖ Team Building Leadership Among the team members
- ❖ Behavioral SWOT Analysis regarding Wimax 4G Fastest Internet in Chittagong Market
- ❖ Prepared & arranged different training & brainstorming sessions for the Team members
- ❖ Target Setting & Goal Oriented for the best outcome from Competitors
- ❖ Developed the presentation Skills of D2D Executives & achieved sales target as well as the team target as per the direction of the management
- ❖ Arranged the Sales Meeting Weekly, monthly for the best relationship between the team & Customers as well as Consumers
- ❖ Discussed & delivered the information of Competitors' Services to grab the target market
- ❖ High Motivational Approach has been stimulated to achieve company objectives

❖ **Senior Relationship Manager – Citycell, Corporate Business Unit, Address : “CityCell” BCIC Shadan, 26 Agrabad C/A , Chittagong , Bangladesh . Since 6<sup>th</sup> July 2008 to 3<sup>rd</sup> June 2010**

- ❖ Engaged me with the Direct Sales team to segment Customers Data
- ❖ Coordinated and analyzed the data of divided Customers
- ❖ Incorporated the Customer KYC in DASHBOARD to provide reports to the Regional Head and Corporate Business Unit Head
- ❖ Keenly participated in various pieces of training to develop competencies to boost sales growth
- ❖ Offered and up to date the new proposals to Corporate Customers
- ❖ ARPU Analysis of Key Accounts
- ❖ Actively engaged me to provide after-sales support to Corporate Users
- ❖ Directed to maintain own key accounts to ensure high revenue in between Voice and Data services
- ❖ Regular Customer visits are a must to provide Corporate Offers on various Services
- ❖ Considered and submitted regular sales reports to Regional Head and Corporate Business Unit Head
- ❖ Vigorously engaged with Key Account Managers to catch on to Competitors' GAP
- ❖ Taken Part in the weekly and monthly kick-off Meetings, Team Meetings, and one-on-one Meetings for sharing views and thoughts of Businesses, Other operator services, and their market projections and positions

❖ Extrovert worked on achieving own Target, Team Target, and Regional Target

❖ **Key Account Manager - Citycell, Direct Sales & Corporate Sales, Corporate Business Unit, Address: “CityCell” BCIC Shadan, 26 Agrabad C/A , Chittagong , Bangladesh . Since 6<sup>th</sup> December 2006 to 3<sup>rd</sup> June 2008**

- ❖ Organized and coordinated diverse meetings with the Regional Head and Customer Care Head to lead customers
- ❖ Collected the Sales and Market-related Customer data from various sources with coordinated the Manager's Sales
- ❖ Actively worked as a Team Player on promotional time with Team members for new Customers Acquisitions
- ❖ Incorporated the Customers by providing them the best services through the effective channels
- ❖ Ensured the regular visit to the client ended up to date with their new services
- ❖ ARPU Analysis of Voice and Data users
- ❖ Always brought up new Customers KYC to analyze in the DASHBOARD for new acquisitions
- ❖ Taken part in diverse training on and off the job to push up my self-confidence and self-competence
- ❖ Organized and called many sales meetings for team members in weekly and monthly
- ❖ Submitted and analyzed the Sales Call reports to the Regional Head on a regular basis

- ❖ Actively worked on achieving own Target, Department Target, and Regional Target
- ❖ Shared and delivered a presentation on Direct Sales along with Team members to Regional Head
- ❖ Stimulated the number of good revenue generators with a token of appreciation at the end of the year
- ❖ Stimulated the Corporate Customers with a token of appreciation every year for their contributions

❖ **Trade Marketing Coordinator - Unilever Bangladesh Limited. Address: Comilla & Chittagong Metro, Chittagong Bangladesh. Since January 2006 to June 2006**

❖ **Conducted the Professional Training in Multinational Apparel Industries:**

- ❖ A course on English Language & Communication for Expatriate Employees: organized by Kenpark Bangladesh (Pvt.) Limited. in 2104
- ❖ Essentials of Business Communication: organized by Regency Garments Limited. in 2016
- ❖ Advanced Business Communication: organized by Mass Intimates Limited. in 2017

❖ **Conducted the Professional Training in Public & Private Universities in Bangladesh:**

- ❖ Inter University National Business Idea and Branding Contest naming “Creatives Challenge-2016” organized by, FBDA Supported by Department of Finance, Faculty of Business Auditorium, University of Chittagong
- ❖ Business Plan and Presentation Skills, organized by: Chittagong Independent University and Royal Cement Drishty Brainstorming 2016, Theater Institute, Chittagong
- ❖ Branding and Brand Positioning in a Competitive Market Place: organized by Asian University for Women, Asian University for Women Auditorium, Chittagong
- ❖ Interview Challenges Regarding Bangladesh Perspective: organized by: Department of Finance, Faculty of Business Administration University of Chittagong, Faculty of Business Administration, University of Chittagong
- ❖ Failure Vs Success: organized by: JobmarketBD.com, BGMEA Auditorium, Khulsi, Chittagong
- ❖ Career Planning and Development: organized by Faculty of Business Administration, BGC Trust University Bangladesh, BGC Trust University Auditorium, Chittagong
- ❖ Advanced Presentation Skills: organized by School of Business, Chittagong Independent University Chittagong Independent University Auditorium, Chittagong
- ❖ Advanced Presentation Skills and Career Planning: Organized by: Faculty of Computer Science and Engineering Moulana Bhashani Auditorium, USTC, Chittagong

❖ **Participated in Professional EFL. & ESL. Training Program- organized by British Council & IDP Education, Australia**

- ❖ IELTS Master Class for Train the Trainer: organized by IDP Education Bangladesh Private Limited.
- ❖ Access to Resources for IELTS: organized by the British Council, Bangladesh
- ❖ Access to English Resources: Reading & Writing. organized by the British Council, Bangladesh
- ❖ English Communication Skills: organized by the British Council, Bangladesh
- ❖ APTIS Listening Package: organized by the British Council, Bangladesh
- ❖ IELTS Teachers Training: organized by the British Council, Bangladesh
- ❖ IELTS for Train the Trainer: Specially in Reading, Writing, Listening & Speaking: organized by British Council, Bangladesh
- ❖ IELTS Teachers Training Workshop: specially in Reading, Writing, Listening & Speaking: organized by British Council, Bangladesh
- ❖ Bangladesh
- ❖ Class Room Management: organized by the British Council, Bangladesh

- ❖ **Participated in Professional Training Program and Workshop, Hosted the Seminar, Symposium, Conference, Summit (National and International):**
- ❖ Leader's Legacy: Supportive Communication: organized by JobMarketBD.COM
- ❖ Team Building Leadership Skills: Decision Making & Report Writing- organized by JobMarketBD.COM
- ❖ Sales Management Program Level -1 Wining Salesmanship: Retail Management, Activation Management, In Store Marketing, D2D & Leads Management Conducted by QUBEE – BRAC CDM, Ragendrapur, Gazipur, Dhaka – **Three Days**
- ❖ Personal Excellence, Customer loyalty & Retention Conducted by Citycell - **Three Days**
- ❖ Customer Services & Public Relations (Customer service & Proactive relationship with the customers etc. Chittagong University & Welcome International Private Limited) - **Two Days**
- ❖ Selling Techniques & Customer satisfaction Conducted by Unilever Bangladesh Limited - **Two Days**
- ❖ Marketing Mix with Product Development & Customer Satisfaction conducted by P – One Communication Ltd., at Federal Hotel Convention Centre –, Kuala Lumpur, Malaysia – **Four Days**
- ❖ Learn The Art and Science Of Facilitation Through Facilitation Tools – Jointly organized by 60 bits Consulting Mumbai, India & JobMarketBD.com – Hotel Wellpark, Chittagong, Bangladesh; **Held on 22nd and 23rd March 2018**
- ❖ Women Entrepreneurship Summit 2016: Jointly organized by Asian University for Women and JobmarketBD.com; Held on **29th January 2016**
- ❖ Host the 30-year Celebration of PEDROLLO; organized by: PEDROLLO: Held on 6th March 2016, Radisson Blu, Chittagong, Bangladesh
- ❖ International Conference on Sustainable Development: organized by Southern University Bangladesh, **Held on 21st and 22nd November 2015**, Radisson Blu, Chittagong, Bangladesh
- ❖ Workshop on Teaching Methodology: Organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 28th December 2015**
- ❖ Career Summit 2015: Jointly organized by Southern University Bangladesh and JobmarketBD.com; **Held on 17th October 2015**, BGMEA Bhaban, Khulsi, Chittagong
- ❖ Supply Chain Conference 2015: organized by: Job MarketBD.com; **Held on 17th January 2015**, BGMEA Bhaban, Khulsi, Chittagong
- ❖ Career Summit 2014: Jointly organized by: Asian University for Women and JobmarketBD.com; **Held from 24th to 25th October 2014** at Asian University for Women

- ❖ **Coordinator & Organizer: Industrial Tour, Workshop, Training and Extracurricular activities in Southern University Bangladesh**
- ❖ Market Survey on: P2P 360- organized by Faculty of Business Administration for Major Marketing Students Spring 2016, **Held on 22nd March 2016**
- ❖ Voice Casting and Completion of a Documentary made on Former Police Commissioner Chittagong: directed by- Chittagong Metropolitan Police; **Held on 5th April 2016**
- ❖ Book Reading Competition **Spring 2015 to 2020** : Undergraduate Program of Department of General Education, Southern University Bangladesh
- ❖ Worked as Facilitator for Brain Racking Competition Grooming Session: organized by: Business Entrepreneurship Society (BES) Faculty of Business Administration, Southern University Bangladesh; **Held on 7th April 2016**
- ❖ Daylong Training Workshop on Leader's Legacy: Supportive Communication; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 19th April 2016**
- ❖ Teachers Training Workshop on IELTS Reading and Writing IST Phase: Jointly organized by: Southern University Bangladesh and British Council Bangladesh; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 4th May 2015**
- ❖ Workshop on Report Writing and Leadership Skills: organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 18th August 2015**
- ❖ Teachers Training Workshop on IELTS Reading and Writing 2nd Phase: Jointly organized by: Southern University

Bangladesh and British Council Bangladesh; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 29th July 2015**

- ❖ Workshop on English Poetry Jointly organized by: Southern University Bangladesh and British Council Bangladesh; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 19th November 2015**
- ❖ Workshop on Service for the 21st Century Customers; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 24th December 2015**
- ❖ Workshop on Staff Training: Jointly organized by: Southern University Bangladesh and British Council Bangladesh; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 15th September 2015**
- ❖ Industrial Tour: Organized by – Major Marketing Students on: Managing Customer Service Excellently; organized by: Faculty of Business Administration, Southern University Bangladesh; **Held on 14th August 2015**
- ❖ Prize Giving Ceremony on Book Reading Competition Jointly Organized by Southern University Bangladesh and British Council Bangladesh; organized by: Department of General Education, Southern University Bangladesh; **Held on 7th June 2015**
- ❖ Workshop on Leadership Skills, Decision Making, and Report Writing: Jointly organized by: Faculty of Business Administration & JobmaketBD.com; **Held on 15th December 2014**

- ❖ Permanent Address: **Vill: Syed Nager, P.O.: Chander Hut, Upazilla: Boalkhali, Dist: Chittagong, Bangladesh**
- ❖ Present Address: **Zilani Sheak Farid Heights, House Number: 403, Road No: 04, 3<sup>rd</sup> Floor, Chasma Hill R/A, Shola Shahar, Chattogram, Bangladesh**
- ❖ National Identification Number: **1511228116886**
- ❖ Passport Number: **BH0432760**
- ❖ Hello: **01711781091**

**Reference One:**

**Dr. Zahedul Alam**

**Professor, Faculty of Business Studies**

**Bangladesh University of Professionals**

**Hello: 01715030184**

**Reference Two:**

**Dr. Muzzamel Hoque**

**Registrar, Southern University Bangladesh**

**Phone: 01713432625**

**Reference Three:**

**Mohammad Fahim**

**Chief Executive Officer**

**P2P Family**

**Hello: 01842700226**

**MD. Hasan**



**Signature**