

M U H A M M A D R A S H E D

Bikrampur Bhaban (3rd Floor),
303, Tali Office Road, West Rayer Bazar,
Dhaka – 1209, Bangladesh
Phone: +880-1817-568727 (Cellular)
Email: bdrashed@gmail.com
Web: <http://mrashed.weebly.com>
Blog: <http://brandbiz.wordpress.com>
Linkedin: <http://bd.linkedin.com/in/bdrashed>



Career Objective:

To achieve higher position on a high growth organization with considerable advancement opportunities by the knowledge and other skills that I have, ideally, in a business development position with an emphasis on strategic planning.

Professional Experiences:

- Working as Deputy General Manager (DGM), Marketing & Sales on Eduaid, Bangladesh. Have joined the organization on April 2007 and serving till date. On April, 2007 joined as Assistant Manager, Marketing & Sales, on January 2008 Promoted as Manager, Marketing & Sales, on September, 2008 promoted as Senior Manager, Marketing & Sales, on March, 2009 promoted as Assistant General Manager and on March 2011 Promoted as Deputy General Manager, Marketing & Sales.

Key Achievements:

- Have worked to build “eduaid” as a brand of reliability for higher study & immigration solutions
- Have worked out to build a strong customer management team for improving customer relationships
- Have worked to successfully launch new products (servicelines) with proper promotional strategies and campaigns
- Successfully arranged joint promotional campaigns with Dragon Air & Cathay Pacific Airline Group
- Received multiple promotions as award for superior services

Core Job Responsibilities:

- To identify new business opportunities and inform the management about the business prospects
- Prepare business plan to expand the business opportunities
- Maintaining brand management activities and expand the brand equity
- Maintaining corporate intelligence to identify the industry and taking specific measurement to overcome weaknesses and strengthen the organization
- Look after the overall sales status and if necessary identify the problems on sales strategy and performance of the sales team
- Maintaining client relationship to make them happy and make them reference for maintaining relationship business
- Maintaining public relation activities to confirm that the external world is well informed about “eduaid” services
- Maintaining overall advertisement and other promotional activities
- Maintaining general procurement and negotiation with suppliers and service providers

Previous Working Experience:

- Served as Internee on General Banking Division of EXIM Bank Bangladesh Limited from the Period of May - July, 2006 on Shimrail, Narayangonj Branch, Bangladesh.

Job Responsibilities:

- Knowledge gathering on overall banking activities on a branch of a bank.
- Knowledge gathering on customer service of a bank.
- Providing customer service and help customers about various services of the branch, informing existing clients about new and modified banking products, help clients about banking and other branch activities.

Education:

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|------|---|-------------------|
| 2006 | North South University | Dhaka, Bangladesh |
| | ■ Bachelor of Business Administration (BBA) | |
| | ■ Dual Concentration on Marketing and Finance & Accounting | |
| 1998 | Dania College | Dhaka, Bangladesh |
| | ■ Higher Secondary Certificate (H.S.C) | |
| | ■ Science Group | |
| 1996 | Narinda Govt. High School | Dhaka, Bangladesh |
| | ■ Secondary School Certificate (S.S.C) | |
| | ■ Science Group | |

Professional Training:

- **“Selling Engine”** a day long training on integrated selling skill development, organized by bdjobs.com the largest job portal of Bangladesh on 5th October, 2007
- **“Effective Selling Skill”** a five day workshop on integrated products and services selling skill development program, organized by Dhaka Chamber of Commerce and Industry Business Institute (DBI) on 24th to 28th May, 2008.

Extra Curricular Activities:

- ESP (Extra Sensational Perception) graduation from Yoga Foundation (Quantam Method).
- Red belt holder of Tae-Kwan-Do (Olympic Approved Korean martial art)
- Participation on social activities with Quantum Foundation
- Lifelong blood donor of Quantum Blood Bank
- Final (among last five competitors) rounder of business plan competition organized by Junior Chambers Bangladesh (JCB) on 2002
- Voluntary organizer on the organization of ACM - ICPC programming contest hosted by North South University held on 7-8th October 2004.
- Blogging on Brand and Marketing related matters on <http://brandbiz.wordpress.com>

References:

Mr. Mohammad Hanif

SEVP & Head of Research
Green Delta LR Holdings Limited
Hadi Mansion (6th Floor),
2, Dilkusha C/A, Dhaka – 1000, Bangladesh
Phone: +880-2-9567505
Cell: +880-1715-244932, +880-1615-244932
Email: hanif@gdlrfs.com

Mr. Junaid Khan

Faculty
School of Business
North South University
Bashundhara R/A,
Dhaka, Bangladesh
Phone: +880-1715-563100
Email: junaid@northsouth.edu