



Reaz Ahamed

+880 1631-801474
reazahamed04@gmail.com
261 West Shewrapara, Mirpur, Dhaka-1216
www.linkedin.com/in/reaz04

SUMMARY OF QUALIFICATIONS:

I recently graduated from BBA with a major in Marketing, equipped with a comprehensive understanding of marketing principles and strategies. I have two years and ten months of experience in media monitoring and six months of experience in Digital Marketing. Additionally, I possess proficiency in utilizing technological tools such as MS Word, Excel, and PowerPoint for efficient Data Analysis and impactful presentations. Furthermore, I bring along valuable soft skills, including teamwork, time management, punctuality, resilience, persuasion, and networking abilities.

- ✓ Skilled in Media Monitoring and Report Writing.
- ✓ Skilled in Digital Marketing and Content writing.
- ✓ Technologically adept in MS Word, Excel, PowerPoint and more.
- ✓ Strong soft skills: teamwork, time management, resilience, persuasion, and networking.

WORK EXPERIENCE:

- ❖ Company Name: Ryans Archives Ltd. (Form: Dec 2021 to Till Now)
Department: Print & Online Media. Designation: Executive

Key Responsibilities:

- Monitoring national, international and regional newspapers, digital media, including social media for news items on topics that is covered by the project.
- Use standard tools to determine the information needs of Client on postings on social media and other platforms, and other analysis of the topics.
- Producing high quality media and Business reporting for clients on a daily basis.
- Monitoring the position of Bangladeshi companies and determining the position of competitors.
- Monitoring and reporting on companies' advertisements in newspapers and online.
- Creating reports by monitoring ads and news of companies and their competitors on social media.
- Monitoring the news across print, broadcast, social and online, as well as political & non Political news for Various NGO.
- Producing analysis of media reporting on specific issues of importance for Bangladeshi NGO.

- ❖ Company Name: Angoshova Ltd. (Form: Sep 2020 to Feb 2021)
Department: Sales & Marketing Designation: Digital Marketing Executive

Key Responsibilities:

- Social Media Management: Proficiency in managing and creating content for social media platforms.
- Content Marketing: Creating and distributing valuable, relevant content to attract and engage a target audience.
- Email Marketing: Designing and executing email campaigns to nurture leads and maintain customer communication.
- Analytics: Using tools like Google Analytics to analyze website and campaign performance, and making data-driven decisions.
- Digital Advertising: Knowledge of platforms like Google Ads, Facebook Ads, etc. for creating and managing paid advertising campaigns.
- Graphic Design Basics: Ability to create or coordinate visually appealing graphics for digital content.
- Video Marketing: Creating and promoting video content for digital channels.



EDUCATIONAL QUALIFICATION:

Bachelor of Business Administration (BBA) (Form Nov-2017 to Sep-2023)
University : National University of Bangladesh.
Major Subject : Marketing
Session : 2017-2018
CGPA : 2.94 (out of 4)

Higher Secondary Certificate (HSC) (Form May-2015 to April-2017)
College : Lakshmipur Commerce College.
Board : Comilla
Concentration : Business Studies
Session : 2015-2016
Result : 3.50 (Out of 5)

Secondary School Certificate (SSC) (Form Jan-2010 to Feb-2015)
College : Lakshmipur Adarsha Samad Govt. High School.
Board : Comilla
Concentration : Business Studies
Session : 2013-2014
Result : 3.17 (Out of 5)



SKILL & QUALIFICATIONS:

MS Office : Word, Excel, PowerPoint.
Email : Filters, folders, mail merge, labeling, rules.
Google : Docs, Sheets, Forms, Slides, Google Calendar, Google tasks.
Excel : Special in Excel, Advanced Excel Formulas, Comparative Analyses, Summarized the Excel Report, pivot tables, VBA and Macros.
Social Media : Search Engine Optimization, Pay-Per-Click Advertising, A/B Testing, Content Marketing, Email Marketing, Conversion Rate Optimization, Marketing Automation, Social Media Advertising.
Adobe : Photoshop, Lightroom, Illustrator, Premiere Pro.
Soft Skill : Teamwork, Time management, Resilience, Critical thinking, Networking, Negotiation, Positive Attitude, Problem-Solving, Adaptability, Leadership, Problem-solving, Cultural awareness, Professional Appearance, Work Ethic.
Language Skills : Excellent Command in Bengali and English (reading, writing and speaking)



TRAINING & CERTIFICATIONS:

- General Computer and IT
 - ❖ Course : Professional DIGITAL MARKETING
Institute : UY LAB
Duration : 6 Month
 - ❖ Course : Basic Computer and Networking
Institute : Human Computer institute
Duration : 6 Month
- English Communication
 - Course : Spoken English and Phonetics
Institute : S@ifur's
Duration : 6 Month
- Industry & Soft Skills
 - Course : Sales and Marketing
Institute : Ghoori Learning
Duration : 3 Month



PERSONAL DETILS:

Full Name : Reaz Ahamed
Father's Name : Hafiz Ahamed
Mother's Name : Khotiza Begum
Date of Birth : 04/02/1999
Nationality : Bangladeshi (By Birth)
Religion : Islam
Marital Status : Unmarried
Gender : Male
Blood Group : B (+)
Height : 5'-7"
Weight : 71 Kg
Permanent Address : Vill-Samserabad, P.O-Lakshmipur-3700
P.S-Lakshmipur, Sadar, Dist- Lakshmipur.



Hobbies & Interest:



Travel



Volunteering



Music



Movie



Photography



Sports



Reading Newspaper



EXTRACURRICULAR ACTIVITIES:

○ Volunteer Experience

- Agrajatra Foundation of Lakshmipur, Volunteer. August 2020 to November 2021
Volunteering during the COVID-19 pandemic.
- Member of FAHP April 2016 to Till Now
It is a social organization that works towards the welfare of disadvantaged people in the society.



REFFERNCE:

Name: Mahabub Hasan
Designation: Asst. Manager
Department: Print & Online Media
Company: Ryans Archives Ltd.
Contact: +880 1793-444928
Email: mahabub@ryans.com

Name: Shoriful Islam
Designation: Head of the Department
Department: Marketing
Institute: Alhaj Mockbul Hossain College
Contact: +880 1714 800087
Email: shorifulmkt@gmail.com



Declaration:

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.

Date:

Signature