

MD. ASHRAFUL ALAM**Address:** House: D/6 (4B), Road: 02, Arambagh R/A**PO:** Pallabi, **PS:** Rupnagar, **Mirpur:** 07, **Dhaka:** 1216**Mobile:** +88-01912763127, **Home Phone:** +88-01816259357**E-Mail:** ashrafulnoa@gmail.com, **Website:** www.ashraful.com.bd

Expertise and Competences:	I have got more than 3 years practical experience in brand, customer experience and loyalty in order to drive the organisation's brand equity, communication ideas development, agricultural & climate resilient project establish, execute as well as monitoring jointly with conglomerate and INGO such as; Swisscontact, Sales & Management software ideas expansion and execution, online portal management and monitoring, integrated communication etc.
Qualification (Last Degree):	MBA (Major in Marketing)

Personal Information

Parents:	Late Abdul Hye & Kanson Naher
Nationality:	Bangladeshi (By Birth)
Date and place of birth:	01.03.1992, Noakhali

Contact Details

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Mobile:	+88-01912763127
Email:	ashrafulnoa@gmail.com

Professional Experiences

1.

Period: 1 st October 2017 to till now	Organisation name and address: ACI Fertilizer, ACI Limited ACI Centre, 245 Tejgaon Industrial Area, Dhaka-1208
	Position: Customer Service Executive (Branding & Communication)
	Key responsibilities: Doing work for brand, customer experience and loyalty in order to drive the organisation's brand equity and execute communication through public relations as well as digital marketing to build brand so that expected level of sales can be harvested.

2.

Period: 1 st February 2017 to 30 th September 2017	Organisation name and address: ACI Fertilizer, ACI Limited ACI Centre, 245 Tejgaon Industrial Area, Dhaka-1208
	Position: Project Coordinator (M4C Project, Swisscontact)
	Key responsibilities: Monitoring, coordinating and processing all business development projects, doing work for branding and coordinating MIS related online operations including software task monitoring and support to field force.

4.

Period: 19 th October 2015 to 31 st January 2016	Organisation name and address: ACI Fertilizer, ACI Limited ACI Centre, 245 Tejgaon Industrial Area, Dhaka-1208
	Position: Intern
	Key responsibilities: To develop digital marketing tools and doing a research on prospects of digital marketing of ACI Fertilizer in Bangladesh.

Education & Training

Degree	Year	Institute (University/college/School)	Result (CGPA)
MBA (Major in Marketing)	2017	Eastern University	3.33 out of 4
BBA (Major in Marketing)	2015	Eastern University	2.89 out of 4
HSC (Business Studies)	2010	Dhaka Board (Tejgaon College)	3.00 out of 5
SSC (Business Studies)	2008	Comilla Board (Bhimpur High School)	3.13 out of 5

Key Training/ Workshop	<ol style="list-style-type: none"> 1. Daylong Training on Occupational health & Safety Management, ISO 45001:2018 Topics Covered: Health, safety and hazard issue and way to become safe in workplace Organizers: Sustainable Manage System Inc. Duration: Daylong 2. Digital Marketing Competencies Topics Covered: Social media marketing, SEO, SEM & Google AdWords Organizers: Institute of Business Administration (IBA), University of Dhaka, Duration: 4 Weeks 3. Communication Skills Topics Covered: Gesture, posture, body language, conversation techniques & presentation skills Organizers: ACI Limited (Training Department) Duration: 4 Hours 4. Professional Etiquettes & Manners Topics Covered: Etiquettes & manners of workplace, meeting, dining, office premise etc. Organizers: ACI Limited (Training Department) Duration: Daylong 5. Graphics Design (Photoshop & Illustrator) Topics Covered: Essential promo & communications materials of a business like; leaflet, flyer, brochure, folder, notebook, calendar, booklet, banner, festoon, form etc. Organizers: New Horizons, Dhaka Duration: 3 Months
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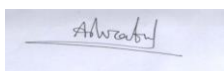
	<p>6. Selling Skills Topics Covered: Analysis features, benefits and buying motives, need identification as well demand generation, sales call techniques Organizers: ACI Limited (Training Department) Duration: 3 Days</p> <p>7. Career Success Program (CSP) Topics Covered: Team Work, Corporate culture orientation, manner and etiquettes Organizers: Eastern University (Career Services and International Office), Duration: 3 Days</p> <p>8. Training on IT Topics Covered: Photoshop and Image Ready Organizers: South Korea's Public Administration and Ministry of Security and Eastern University, Duration: 1 Month</p> <p>9. Media Youth Leadership Summit 2014 Topics Covered: Media, New Media and Youth Engagement, Organizers: Dream On, EMK Center & Priyo.com, Duration: 6 Days</p> <p>10. Basic Training on "Green Journalism" Topic Covered: Basic Journalism and Green (Environment) Journalism, Organizers: Eastern University Journalist Forum, bdenvironment.com and Shobujpata, Duration: Daylong</p> <p>11. Workshop On "Feature Writing" Topic Covered: Setting the story, finding the angle, creating an outline, researching, going through the facts to produce an enticing story & creating a punch line to leave an impression Organizers: Eastern University Journalist Forum, Duration: Daylong</p>
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Languages Proficiency	<p>1. English Listening: High, Speaking: Medium, Reading: High, Writing: High</p> <p>2. Bengali Listening: High, Speaking: High, Reading: High, Writing: High</p>
Computer Skills	Very good in MS word, MS power point, Illustrator, Photoshop, ACI SDMS and WordPress, Good in MS excel, Basic in HTML, cPanel, WHM

Extra-Curricular Activities:	<p>1. President at EarthCare Club Duration: 4th September 2017 to till now</p> <p>2. Founder and President at Eastern University Journalist Forum, Duration: 29th January 2012 to 29th January 2016</p> <p>3. President at Eastern University EarthCare Club Duration: 1st January 2015 to November 14, 2015</p>
Hobbies and Interests:	Reading books, writing features, doing research and traveling

Referees (Academic/Employers)

Referee 1	Referee 2
Name: Abdul Hannan Chowdhury	Name: Bashir Ahmed
Position: Vice Chancellor	Position: Business Director
Organisation: Primeasia University	Organisation: ACI Fertilizer, ACI limited
Current Address: Star Tower, Kemal Ataturk Avenue, Banani, Dhaka - 1213	Current Address: ACI Centre, 245 Tejgaon Industrial Area, Dhaka-1208
Mobile: +88-01713-063097	Mobile: +88-01714-000169
Email: hannansu@yahoo.com	Email: bashir@aci-bd.com



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Signature