



# Md Forid Hassan Chowdhury

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## ABOUT ME

With a multifaceted background spanning business development, entrepreneurship, and marketing, I have consistently demonstrated a penchant for visionary leadership and innovative thinking. From forging enduring client relationships to spearheading cross-functional initiatives, I excel in fostering collaboration and guiding projects en route to success. My expertise includes conducting comprehensive market research, devising effective sales strategies, and managing logistics and supply chains for efficient product delivery. I am adept at leveraging digital marketing strategies to achieve business objectives and excel in leading teams to align product offerings with market demand. With a proven track record of meeting and exceeding sales targets, coupled with a keen understanding of emerging market trends, I bring a dynamic blend of leadership, innovation, and strategic acumen to any organization. Eager to leverage my expertise and passion for excellence, I am poised to make a significant impact in driving growth and achieving success in any role I undertake.

## LANGUAGE SKILLS

**Mother tongue(s):** Bengali

**Other language(s):**

**English**

**LISTENING C1 READING C1 WRITING B2**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## SKILLS

**Leadership | Emotional Intelligence | Problem-Solving | Teamwork | Time management | Communication | Adaptability Data-Analysis & Visualization | Microsoft Office | Graphics Design | Video Editing**

## EXPERTISE

**Market Analysis | Digital Marketing | Project Management | Growth Hacking | Brand Management | Training and Development | Campaign Management | Corporate Networking | Consumer Analytics**

## CERTIFICATION

**Digital Marketing Expert Program | Trainee Certificate of IDP Education | Certificate of participation on Human Rights by Amnesty International**

## WORK EXPERIENCE

**Senior Business Development Officer**

**SA & AC International** [ 02/2023 – Current ]

**City:** Dhaka | **Country:** Bangladesh | **Website:** [www.saacintl.com](http://www.saacintl.com)

- Conducting comprehensive market research to identify growth opportunities and market trends.
- Fostering and nurturing long-lasting client relationships, negotiating with suppliers to secure competitive pricing and maintain high-quality materials.

- Managing logistics and the supply chain to ensure efficient and timely delivery of products. Monitoring budgets and expenses diligently to maintain cost-effectiveness.
- Creating and executing strategic sales plans aimed at meeting revenue targets, collaborating closely with design and production teams to ensure product alignment with the market demand.
- Arranging and participating in industry events to network with international clients to discuss product offerings, negotiate terms, and establish long-term partnerships.
- Providing effective leadership to motivate and guide the team toward achieving collective goals, fostering collaboration and productivity.
- Preparing and delivering presentations, proposals, and sales materials to effectively communicate the value proposition to clients.

#### **Founder**

**360 Gram Digital** [ 08/2023 – 03/2024 ]

City: Dhaka | Country: Bangladesh | Website: [www.360gram.digital](http://www.360gram.digital)

- Developing and communicating the agency's strategic vision, leading business development efforts, providing effective leadership, and maintaining client relationships.
- Overseeing digital marketing strategies, managing finances, and focusing on brand building. Staying informed about industry trends, ensuring quality control, and fostering team growth.
- lead client presentations, build a professional network, ensure legal compliance, and address challenges promptly. Monitoring key performance indicators to assess campaign success and overall agency performance.

#### **Senior Marketing Executive**

**Goldsands Group Ltd** [ 07/2022 – 01/2023 ]

City: Dhaka | Country: Bangladesh | Website: [www.goldsandsgroup.com](http://www.goldsandsgroup.com)

- Planned and executed all sales activities for assigned products, utilizing a CRM system. Conducted market visits and created market opportunities.
- Developed sales action plans, scheduled activities, and Scheduled sales activity and conducted direct marketing, digital marketing, and database.
- Digital Marketing to achieve the company's goal. Presented company's products and services to current and potential clients, prepared contracts, and provided product training for newly onboard employees.
- Maintained sales records and met the company's sales target with proper planning and execution. Conducted market research and monitored competitors. Initiated action plans for new sales opportunities and collaborated with customer service for quality service.

#### **Associate Business Development Intern (Remote)**

**NeoDocto Inc** [ 10/2021 – 01/2022 ]

City: New York | Country: United States | Website: [www.neodocto.com](http://www.neodocto.com)

- Identified new development channels, and prospect clients, and managed portfolios for effective sales. Executed digital marketing growth, and led a team to achieve key results.
- Ensured growth through Digital marketing in all the social media platforms.
- Collaborated with creative & content team on idea generation, branding, website improvement, and go-to-market plans, responsible for end-to-end development of numerous projects and execution of marketing campaigns for various support teams, and collaborated with hundreds of universities around the world regarding internship opportunities.

#### **Business Development Executive**

**Urban Alley** [ 02/2021 – 06/2022 ]

City: Dhaka | Country: Bangladesh

- Cultivated strategic relationships with suppliers and manufacturers. Enhanced user experience and optimize the online shopping process.
- Driven sales and revenue growth through promotional campaigns and discounts.
- Analyzed performance metrics to assess marketing strategies and identified areas for improvement.
- Stay updated on industry trends in e-commerce, fashion, and technology.
- Fostered brand advocacy and cultivated a loyal customer base through exceptional customer service and engagement.

## EDUCATION AND TRAINING

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### **Bachelor of Business Administration (BBA) in International Business**

*North South University* [ 05/2016 – 12/2021 ]

City: Dhaka | Country: Bangladesh | Website: [www.northsouth.edu](http://www.northsouth.edu) | Field(s) of study: International Business

### **Higher Secondary Certificate**

*Dhaka Commerce College* [ 06/2013 – 06/2015 ]

City: Dhaka | Country: Bangladesh | Website: [www.dcc.edu.bd](http://www.dcc.edu.bd) | Field(s) of study: Business Studies

### **Secondary School Certificate**

*Senbag Gov't Pilot High School* [ 01/2011 – 01/2013 ]

City: Chattogram | Country: Bangladesh | Field(s) of study: Science Studies

## RECOMMENDATIONS

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Name: **Sheikh Mujibur Rahman Jashim** | Chief Executive Officer at SA & AC International

Md Chowdhury is an "innovative thinker and leader, with a strong aptitude for managing business processes and achieving success"

Email: [sheikh.rahman.ceo@saacintl.com](mailto:sheikh.rahman.ceo@saacintl.com)