

Shubhashish Dev



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Career Objectives

Working in companies ranging from a Canada-based startup to one of the biggest local conglomerates in the country and currently in an MNC, I have developed solid leadership and management skills in various types of environments. Now my goal is to secure an even more challenging position in a new organization in order to add value to it by implementing my acquired knowledge and skills.

Academic Qualifications

IBA, University of Dhaka
Bachelor of Business Administration
2015-2019 | CGPA 3.20
Major: Marketing | Minor: Operations Management

Notre Dame College, Dhaka
Higher Secondary Certificate
2011-2013 | GPA 5.00 (Golden)
Science

Ideal School and College (Motijheel)
Secondary School Certificate
2002-2011 | GPA 5.00 (Golden)
Science

Work Experiences

Business Consultant

Truvalu.enterprises Bangladesh (for Project B-SkillFUL under SDC and Swisscontact)

September, 2021 – August, 2022

Funded by the **Swiss Agency for Development and Cooperation (SDC)** and implemented by **Swisscontact**, B-SkillFUL is a project that aims to improve the productivity and competitiveness of 800 SMEs by providing Workplace-Based Training (WBT) and Business Development Services (BDS) such as business planning, HR development, product design, finance, marketing, etc. I am responsible for working with these SMEs to figure out a customized marketing solution for each of them and train them to implement it as well.

- I help SMEs to create and strengthen their social media presence and design a product or service catalogue for each SME.
- I provide a training program for the managers of the SMEs regarding how to promote new products or services and maintain a proper inventory of products as the SMEs continue to expand.
- I provide order management and customer service training as well to help them achieve customer satisfaction and loyalty.
- I am also responsible for conducting a survey in the leather, furniture, and light engineering industries for Swisscontact
- I provide product photography training to SME owners and help them prepare for applying to investment companies.
- I also connect different organizations with the SMEs that show more potential in order to give their sales a boost.

Management Trainee (Brand)

Abul Khair Group

2019 – 2021

I joined under the Brand Marketing Director of Abul Khair Group (ex. Brand Director of Unilever) and later worked directly under the supervision of the Deputy Managing Director of Abul Khair Group.

- I worked with people from all sorts of socio-economic backgrounds ranging from employees, retailers, and consumers in rural areas to the Heads of different departments of the company.
- I worked in different scenarios such as identifying problems in the field levels, creating strategies with higher management to introduce and implement innovative solutions, participating in creating national business plans, and so on.
- I supervised the pilot project to evaluate the effectiveness of the new sales team hierarchy in 5 territories of Noakhali and reported the investment outcome directly to the DMD of the group. This model was later implemented nationally.
- I worked with the management team that controlled fluctuating cigarette wholesale before the national budget announcement of 2020/21.
- At one point, I was even tasked with leading 91 of our 173 strongest territories for 2 months in order to develop the entire distribution system there. There, I worked with the teams to identify existing problems and came up with both general and customized solutions for each territory.
- I was solely responsible for the first-ever 8-month-long “Distributor Partnership Program” that connected the distributors with the management. I supervised the whole program from organizing the introductory meeting and deciding winning criteria to organizing the prize-giving ceremony.
- I helped in creating the script used by the Brand Representatives for consumer recruitment in outlets across the country.
- I was solely tasked with finding out the problems in the marketing strategies of the newly launched brand “Rexon”.
- And all this time, my additional task was to always stay in touch with the market to learn about the effectiveness of our plans, competitor strategies, changes in consumer perceptions, and so on.

Business Development Intern

Ace 360 Digital (A Canada based Bangladeshi Venture)

January 2019 - May 2019

I joined under the CEO of the company.

- My task was to study the digital marketing environment for lawyers in Canada and to come up with a total digital marketing solution according to specific client requirements.
- I learned Search Engine Optimization and later created and implemented SEO strategies for the company’s multiple websites.
- I worked for two of the newest clients of the start-up. One of them is a famous lawyer in Canada, Andrew Barbacki. I even achieved an “Employee of the Month Certificate” in March.

Extra-Curricular Activities

Researcher

ThinkTank Consultancy (2022 – Present)

This company provides research assistance to foreign students in various fields. I research different organizations to analyze how the different departments work together to reach organizational goals. I have conducted research on various multinational companies like Nike, Subway, McDonald's, Pizza Hut, Tesla, and so on. I have written on different subjects ranging from International Business Strategy and International Marketing to Entrepreneurship and Human Resource Management.

Graphic Designer

City Brokerage Ltd. (2021 – Present)

I create designs for the industry reports that the company publishes a couple of times a year. This includes annual industry reports, CBL Market Lens, and so on.

Writer

Medium (2019 – Present)

After passing some evaluation phases, one of my articles "The Greatest Witness of the Renaissance" was selected for the premium readers only. I am also working on some other articles now. One is about the investment strategies of Qatar. Another one is about the easiest way to learn Morse Code. I am also working on the investment potential of traditional heritage businesses in Bangladesh.

Campus Ambassador

International Supply Chain Education Alliance (ISCEA) (2018)

I was tasked with representing this organization in IBA. My responsibility was to organize seminars and create awareness among the IBAs about ISCEA's various offers and services. I was solely responsible for recruiting and managing competitors for PTAK Prize Supply Chain Competition for 2018.

Organizer

IBA Saraswati Puja (2016 – 2018)

I, along with 3 friends, started the first-ever Saraswati Puja on behalf of IBA in Jagannath Hall Field. This trend is still being celebrated every year.

Exam Invigilator

Institute of Business Administration (2015 – 2018)

My task was to supervise recruitment exams on behalf of IBA. These exams took place all over the city and were conducted by the IBA authority for various organizations.

Professional and Linguistic Skills

- ✓ Computer skills: **MS Word, MS Excel, MS PowerPoint, Google Docs, Google Sheets**
- ✓ Advanced designing skills: **Adobe Illustrator, Adobe Photoshop**
- ✓ Video Editing skills: **Camtasia, Speechelo**
- ✓ Coding skills: **HTML, CSS, C++**
- ✓ Extra skills: **Morse Code**
- ✓ Advanced communication skills: **English & Bengali**
- ✓ Intermediate linguistic skills: **Hindi**
- ✓ Currently Learning: **Spanish & German**

Academic Qualifications

- ✓ Was awarded the "Employee of the Month" Certificate in March 2019, during my internship at Ace 360 Digital because of my contribution to developing Canadian Digital Marketing strategies according to specific client requirements.
- ✓ Achieved **60% Scholarship** in PTAK Supply Chain Case Competition (2018) to enrol in ISCEA's Supply Chain Certification Program.
- ✓ Secured **15th place** in IBA Admission Test (2014) in the whole country.
- ✓ Secured **73rd place** in the countrywide Talent Pool Scholarship List of SSC.
- ✓ Won **Logo Design Competition** for an international artwork selling company, BuyArt.net
- ✓ Became **2 times Runner-ups** in 2 different logo contests for global brands.
- ✓ Completed Professional Certificate Program (2018) in **Data Science (from Harvard)**: R Basics, Visualization, and Probability.
- ✓ Achieved Fast Typing **Master Certificate in QWERTY** Layout from TypingWeb.com (currently Typing.com)
- ✓ Achieved Fast Typing **Master Certificate in DVORAK** Layout from TypingWeb.com (currently Typing.com).
- ✓ Completed **2-year Singing Course** from Bulbul Academy of Fine Arts (BAFA).
- ✓ Completed **2-year Recital Course** and Certificate Program from Bangladesh Shishu Academy.
- ✓ Secured **2nd place** in Bangladesh Shishu Academy in a 3-year Certificate Program for singing, competing with more than 400 singers.

Personal Details

Date of Birth : 9 September, 1996
Nationality : Bangladeshi
Interests : Learning Languages | Reading Books | Watching Documentaries | Writing | Working out | Traveling

References

• Naushad Chowdhury Director, Brand Marketing Abul Khair Group naushad@abulkhairgroup.com +880 1711 539973	• Asadul Islam Deputy General Manager BRB Group asad.brand@gmail.com +880 1711 063383	• Swarup Saha Lecturer IBA, University of Dhaka swarup@iba-du.edu +880 1720 005872	• Farouqe Ahmed Additional Secretary (Rtd. Grade 1) Bangladesh Government farouqe01@gmail.com +880 1715 192924
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