



Pial Hasan

Nationality: Bangladeshi **Date of birth:** 05/03/2001 **Phone number:** (+880) 1790178283

Email address: pialshadhin71@gmail.com **Website:** <https://shadhin.site/resume/>

Home: Mirpur 1, road-2, Block -c, 1216 Dhaka (Bangladesh)

ABOUT ME

Analytical business developer with 3+ years of experience working with medium and big firms, as well as startups. From digital marketing to innovative creative content production, CRM use, data analysis, lead generation, strategic planning, and more, I am convinced that my talents in data-driven tactics and communication development can increase Good Fuel's ROI for your venture.

WORK EXPERIENCE

Strategic planning & copy writer

Brand & visual [01/04/2024 – Current]

City: Dhaka | Country: Bangladesh

- Develop comprehensive ATL, BTL, and TTL. marketing strategies.
- Copy & Caption For SMM
- Write TVCs & OBCs script.
- Create impactful brand identities and positioning.

Strategy Manager

Colo Group [01/01/2021 – 01/01/2022]

City: Jashore | Country: Bangladesh

- Led strategic planning.
- Managed strategic teams.
- Built B2b & B2C partnerships.
- Communicated strategy to board.

Content Manager

Guardian Healthcare [01/04/2022 – 01/07/2022]

City: Dhaka | Country: Bangladesh

- Led content team, optimized strategy based on data.
- Boosted website traffic by 40% in 3 months.
- Grew social media following to 100K+.
- Generated 500+ B2B leads.

EDUCATION AND TRAINING

Bachelor of Technology management in Production and Operation(semester Exchange)

University Tun Hussein Onn Malaysia [23/10/2023 – 28/02/2024]

City: Johor | Country: Malaysia | Website: <https://www.uthm.edu.my/en/>

Bachelor of Innovation and Entrepreneurship

Daffodil International University [01/06/2020 – 01/06/2024]

City: Asulia, Dhaka | Country: Bangladesh | Website: <https://daffodilvarsity.edu.bd/>

VOLUNTEERING

- President of the Daffodil Entrepreneur's Club.
- Community builder of GP Accelerator program 3.0
- Facilitator of CSR Event Malaysia.
- Coordinator of Vison 2020.
- Volunteer of global Entrepreneurs Week.

DIGITAL SKILLS

Microsoft Office: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Teams / Google Suite (Doc, Slides, Form, Sheet, Drive) / Social media apps / Social media management (Facebook, Twitter, LinkedIn, YouTube, Instagram) / Project management tools (Trello, Hive, etc.) / Filmora, CapCut, and others / WordPress and Wix

MANAGEMENT AND LEADERSHIP SKILLS

Team Management

Project management

Problem-Solving

COMMUNICATION AND INTERPERSONAL SKILLS

Active Listening

Public speaking

Emotional intelligence

HONOURS AND AWARDS

[09/08/2022] DIU Business Plan Competition

Champion

[22/02/2022] Chakri Khujbo Na, Chakri Debo

Nobin Uddokta sommanona

[09/05/2021] Bangladesh High-tech park authority Startup Competition

Champion

[18/04/2020] Battle Of The Startup

Runners-up

[17/03/2018] Transparency International Bangladesh

Best Debtor in Division

HOBBIES AND INTERESTS

Learning new skills, Volunteering, Traveling, Reading

RECOMMENDATIONS

Name: **Md Kamruzzaman Didar** | Head, Department of Innovation & Entrepreneurship at Daffodil International University

-
Email: kamruzzaman.bba@diu.edu.bd | Phone number: (+880) 1730715267

Name: **Shazedul Islam Shuvro** | Concept & Copy Writer at Abul Khair Group

-
Email: shuvro.akg@gmail.com | Phone number: (+880) 1721922239