

Md. Hasibul

Contact

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Dhaka, Bangladesh

Professional Summary

Marketing graduate from the University of Dhaka with research experience in consumer behavior, including a 1,000+ person online and offline market survey for the startup AharGhor. Skilled in Google Analytics, Meta Ads Manager, and AI Tools, with a passion for turning customer insights into results.

Skills

- Marketing Research & Analysis
- Google Analytics (GA4)
- Meta Ads Manager
- AI & Marketing Automation
- Graphic Design

Certificate

- Got Certificate for “Certified Google Analytics” from Google
- Got Certificate for “AI For Everyone” from Coursera
- Got “A+” of Computer Course from National Youth & Technical Center

Education

Bachelor of Business Administration (BBA) 2020 - 2021
University of Dhaka
- Major in Marketing
- Cgpa: 3.20 out of 4.00

Higher Secondary Certificate (HSC) 2018 - 2019
Notre Dame College
- Business Studies
- GPA: 5.00 out of 5.00

Secondary School Certificate (SSC) 2016 - 2017
Motijheel Govt. Boys’ High School
- Business Studies
- GPA: 5.00 out of 5.00

Professional & Research Projects

Internship Experience

- **Organization:** Sonali Bank
- **Topic:** *An Analysis of Factors Influencing Customer Switching Decision from Sonali Bank PLC to Private Banks*
- **Key Focus:** Analyzed customer retention strategies and identified reasons for switching to private banks.

Thesis & Research Work

- **Focus Organization:** AharGhor
- **Topic:** *The Factors Influencing Purchase Intention through Homemade Food Delivery Platform in Bangladesh: An Empirical Study*
- **Findings:** Identified key trust and service quality factors that drive homemade food orders online by conducting a market survey of 1,000+ respondents.

Co-Curricular Activities

Executive of Graphics Designing Wing 2022 - 2023
Dhaka University Marketing Club
University of Dhaka.

Executive of Public Relation Wing 2022 - 2023
Voice of Business
University of Dhaka.

Secretary of Photography Department Notre Dame Business Club 2020 - 2021
Notre Dame College, Dhaka.

Secretary of Creative Squad Department 2020 - 2021
Notre Dame Photography Club
Notre Dame College, Dhaka.

Achievements

- Got “CEO & Managing Director” Award from Sonali Bank
- Got “Honorable Mention” Award from Notre Dame College
- Got “Perfect Attendance” Award from Notre Dame College