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MD INZAMUL

HOSSAIN RAKIB

Business Developer | Communication Specialist | Storyteller

EXECUTIVE SUMMARY

A dynamic individual with 4+ years of experience in business development and marketing in fast-paced business settings. Possesses a broad range of technical and creative strengths with a focus on business growth. Enjoys a vast diversity in challenges, while working within dynamic environments with the opportunity to collaborate cross functionally. Business communication enthusiast with a result oriented mindset.

CAREER INTERESTS

Marketing & PR, Publishing, Business Development, Office Administration.

TOP SKILLS

*Business Development
Corporate Communication
Content Development
Publishing
Social Media Management
Copywriting
Customer Service
Client Management
Administrative Works*

Experiences

Website Designer & Administrator 2019 – present
Media & Promotions Coordinator 2018 – 2019
Social Media Coordinator 2017 – 2018

The Mount Bookstore, Mount Saint Vincent University

Primary responsibility is to develop existing communication materials to optimize annual sales. Also handled social media channels.

- Redesigning the Bookstore site to reflect the brand identity.
- Established a unique brand identity for the Mount Bookstore.
- Planned and managed promotions both in social media and offline.

Student Assistant 2017 – present

Library, Mount Saint Vincent University

Answering to the inquiries, and help the patrons with library related affairs. Also performing & recording cash & electronic transactions.

- Adept in Library of Congress cataloguing system.
- Skilled in browsing documents & research databases.

International Student Liaison 2018

International Education Centre, Mount Saint Vincent University

Tasked with optimizing communications between international students and the centre. Also maintained official documents, and performed administrative duties as required.

- Re-created all communication materials according to MSVU brand.
- Organized 3 major events for the international students including Summer Trip & New International Student Orientation 2018.

Senior Business Development Coordinator 2017

Chartered Institute of Management Accountants, Bangladesh

Tasked with an advanced business development role to expand the operation, and to capture new target groups in Bangladesh market.

- Accumulated 300% of projected leads through cross-organizational marketing campaigns.
- Increased the number of critical strategic partnership to 8 from 3.
- Built a sustainable lead generation model through promotions.
- Organized 15+ seminars in different institutions to reach core target groups and establishing institutional communities.

Interim Office Manager

2016

Chartered Institute of Management Accountants, Bangladesh

Covered for the Country Manager in addition to the business development roles. Major task was to properly coordinate with Headquarter during a paradigm organizational transition.

- Coordinated with HQ & regional office regarding business policies in absence of the country manager.
- Established partnerships with financial organizations to reduce steps in the payment process
- Collaborated with the global brand team to recreate contents according to the updated brand guideline.
- Liaised with the marketing agencies to construct brand materials to re-launch CIMA brand.

Business Development Executive

2015 – 2016

Chartered Institute of Management Accountants, Bangladesh

Primary duty was to provide effective customer service to existing and potential students. Also performed as an event planner and marketing campaign designer by coordinating with marketing agencies.

- Organized two mega business related quiz contests and reached more than 2000 high school students.
- Crafted FAQ materials and designed a synchronized counseling process for prospective clients.
- Reduced marketing cost to 75% through rigorous brand auditing.
- Created social media contents and other publishing materials as required.
- Analyzed the business trend in Oracle database, and prepared reports for the country manager.
- Drafted individual and monthly campaign budgets, and presented the ROI factsheets.

Skills

- **Language:** Fluent in spoken Bangla, English, Urdu, and Hindi.
- **Software:** MS Office Pack, Adobe Photoshop, Cyberlink Powerdirector.
- **Communication:** Public speaking, Leadership, Teamwork, Presentation, Market research.
- **Certifications:** Facebook Blueprint (ongoing), TCPS 2: CORE.

Education

Master of Arts (Communication)

2017 – present

Department of Communication Studies, Mount Saint Vincent University, NS, Canada

Co-curricular Activities

President

2018 – 2019

International Student Society, Mount Saint Vincent University

- Lead the multicultural ISS executive committee to create a dynamic and eventful campus.
- Won the Society of the Year 2019 award through organizing annual Multicultural night and other events.

Vice President

2013 – 2014

Literature Club, Bangladesh University of Professionals

- Planned and led to the first ever literature based festival in BUP.
- Managed internal and external communications, and coordinated PR activities.

Participated in *EduNova's Atlantic Canada Study and Stay™ - Nova Scotia* program for 2018-19.
Worked with *Easter Seals Nova Scotia* in 2019 & 2018 to raise fund for children with special needs.
Created publishing materials for various *NGOS, Academic institutions, Societies, and Clubs.*