

# Asif Hasan

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## Education

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

University of Rajshahi, Bangladesh

Institute of Business Administration (IBA)

Major in Marketing

Session: 2016-2020

Result: **CGPA: 3.67 (Out of 4.00)**

**Area of Interest:** Brand management, Consumer behaviour, Marketing Strategy, Operation Management and International Business.

**Key Academic Projects:** 1. Study of Metalworking: A long lost profession in Bangladesh.

2. Demand Generation Activities: Key problems and strategies with Berger Paints Bangladesh Ltd.

3. Rise and fall of mental health industry: A case study on ARC psychotherapy and counselling centre.

4. Expansion of digital education in rural areas: A study on Robi 10 Minute School.

### **Higher Secondary Certificate (H.S.C.)**

Notre Dame College, Bangladesh

Dhaka Board

Passing Year: 2015

Result: **GPA 5.00 (Out of 5.00)**

### **Secondary School Certificate (S.S.C.)**

Monipur High School and College, Bangladesh

Dhaka Board

Passing year: 2013

Result: **GPA 5.00 (Out of 5.00)**

## Research Work

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1. Evaluation of the effectiveness of online education provided by Robi 10 Minute School based on end user experience.
2. The transformation of Grameen Bank from Grameen 01 to Grameen 02 (1983-2017): A comparative study.

## Research Training

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1. Qualitative and Quantitative Research.
2. Statistical Package for the Social Sciences (SPSS).
3. Supply Chain Management and Analytics.

## Job Experiences

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### **Robi 10 Minute School**

Business Development Executive ( January 2020- Present)

Regional Manager ( March 2018- December 2019)

### **BD Souvenir- BEXIN Group**

Senior Marketing Executive (August 2017- June 2018)

## Extracurricular Activities

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### **Voice of Bangladesh**

General Secretary (January 2020- Present)

### **UNYSA Bangladesh - Rajshahi Wing**

Co-Coordinator of Media & External Affairs

( March 2016 – July 2018)

### **Notre Dame English Club**

Vice President ( July 2014 - June 2015)

### **Official Host**

- **5<sup>th</sup> and 6<sup>th</sup> Graduation ceremony**  
IBA, University of Rajshahi
- **Marketing Samurai 2019**  
UIU Business Club, United International University
- **Corporate Q&A with Samsung Bangladesh**, IBA Business Club,  
IBA, University of Rajshahi

## References

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Available on Request