

# RASHED REZA CHOWDHURY ARIF

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## **Career Objective:**

Certified Marketer. To obtain a career in IT where I will be able to implement my knowledge, skills, and potential abilities efficiently.

## **Career Summary:**

Extremely well organized.  
Ability to work individually, team leader and as well as a team member.  
Highly self-motivated, responsible and result oriented.  
Warm, friendly and have the ability to easily interact with people at all level.  
Experience in system analysis, design and development.  
Fluency in English and Bengali in both speaking and writing.  
Highly skilled in (SEO, Marketing Strategist, Data analysis, Digital Marketing, Brand Loyalty, Inbound Marketing, PR).

## **Special Qualification:**

Highly skilled in (Digital Marketing, SEO, Branding, Business Development, Media Buying & Communication, Content Strategist & Planning, Adwords & PPC, Marketing Strategist, Data analysis, E-commerce, Customer Acquisition, Strategic PR).

## **Employment History:**

**Total Year of Experience :** 12.5 Year(s)

### **1. Head of E-commerce ( November 1, 2019 - Continuing)**

#### **BDG Magura Group**

Company Location : Bashundhara Dhaka  
Department: Marketing & Operation

#### **Duties/Responsibilities:**

? Managing the company's overall E-commerce operations and logistics strategy in order to maximize the process efficiency and productivity, and ensure that the management of supply, demand, purchase, inbound and last mile logistics, warehouse, and the planning and scheduling of relevant operational activities.

? In addition, I playing a crucial role in developing and maintaining good relationships with vendors and distributors.

? I ensure that all operations & logistics-related processes associated with each activity are adhered to on month, quarter & year-end, and are executed accurately and in a timely manner.

? I Make a plan & ensure that all necessary processes and operations setups are in place. I take steps & ensure no stock is lost in the office, also stock counts are accurate and any variances are fully investigated.

? Always I have work with the platform & ensure adequate stock management tools, manpower and processes are in place to enable efficient working across all platforms.

? I coordinate the Operations & Logistics team, supporting them in achieving their own objectives and solving day-to-day problems while adhering to corporate competencies. I monitor & collaborate with that the team responds to customer order queries in line with standards set and agreed response times.

- ? Oversee the entire e-commerce division and divide up employees on tasks and also be responsible for interviewing, bringing their preferred candidates to upper management, and providing necessary training.
- ? Generates consumer insight on assigned brands and accounts across communication channels. Ensures utilization of insight to agency briefings develops creative and visionary ideas for communication projects.
- ? Crafting strategies for all Marketing teams, including Digital, Advertising, Communications, and Creative.
- ? Identify opportunities to reach new market segments and expand market share.
- ? I Identifies priorities and objectives and provides strategic input on brand communication matters to both agency and merchant.
- ? Provide campaign plan, execution, and analyze the success of marketing campaigns (ATL, BTL, TTL), and create reports.
- ? Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay-per-click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis.
- ? Integrate and articulate digital thinking, platforms, and solutions with the strategy team.
- ? Direct Working with product management for develop (Product experience Management), be the key driver in developing and optimizing the performance with digital brand marketing on the E-Commerce platform.
- ? Planning all department operational activities and duties, Declare the all-individual team & department.
- ? Make an SOP (standard operating procedure) and organogram.
- ? Define the multi-vendor/marketplace website with all standard features.
- ? Communicate with all 3PL third-party vendors (payment gateway, supply chain & logistic, fulfillment, call center, server, supplier, technical, etc.)
- ? Manage products on the website, ensuring correct presentation, product information, category information, and website visual merchandising to ensure the site is maintained to a high standard.
- ? Manage Different types of marketing strategies for developing a brand voice, brand development, G2M strategy.
- ? PJP (Permanent Journey Plan) for seller Acquisition and relation maintenance.
- ? Define the JD (job description or responsibility) for all department members.
- ? Design, plan and implement reporting strategies in order to monitor website activity and revenue.
- ? Monitor traffic to the site, and develop strategies to increase engagement and conversion.
- ? Preprayer the E-commerce business budget like Marketing, Office logistics, Stationary, Office Rent, Utility, Employee salary, Seller logistics, Promotional, Speed money, etc.
- ? Partner with the merchant and planning teams to define and optimize the web daily marketing calendar.
- ? Working with product management, be the key driver in developing and optimizing the performance with digital brand marketing on the E-Commerce platform.
- ? Monitoring on-time delivery by 3PL third-party logistics partners to ensure a seamless shopping experience for customers.
- ? Identify capability and address gaps with 3PL third-party logistics partners to improve service.
- ? Drive a culture of exceptional customer service within the frontline eCommerce staff.
- ? Ensure operational compliance with eCommerce policies and procedures.
- ? Set and maintain high standards of quality, productivity, efficiency, and service for rapidly expanding business

## 2. **Manager ( October 1, 2018 - January 1, 2020)**

### **amarroom.com (Expo Group Bangladesh)**

Company Location : Gulshan 1 Dhaka

Department: Brand

#### **Duties/Responsibilities:**

As the Brand Manager at Amarroom.com, I remain responsible for the planning, execution, and direction of all marketing activities for the brand. I do coordinate all marketing activities to ensure a constant alignment to the brand, in all consumer and hcp touch points and in all of the markets that we operate in. My key responsivities at Amarroom.com are as follows:

- ? Carry out market research in order to keep up to date with customer trends, as well as trying to predict future trends.
- ? Develop annual business strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands.

? Proactively build and manage the previously nonexistent marketing department by implementing standard operating procedures, introducing new and improved 360-degree marketing initiatives and strategies and providing creative solutions to difficult industry marketing challenges.

? Effectively lead and manage the team to exceed marketing and sales goals including several historical, record-breaking months in the company while playing an active leadership role on the team as well.

? Provide campaign plan and analyze the success of marketing campaigns (ATL, BTL, TTL) and create reports.

? Supervising advertising, product design and other forms of marketing like Email Marketing, Media Buying etc. to maintain consistency in branding.

? Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers, and chief marketing officers) and offer swift communication among them and vendors.

? Collaborates and maintains relationships with external agencies to manage and execute marketing communication, promotional programs, sales kit content, packaging design, and other marketing collaterals.

? Organize corporate events such as product launches, exhibitions, and photo shoots.

### 3. **Digital Brand Manager ( April 1, 2018 - December 1, 2019)**

#### **American Fashion Design Company (BRAGI GROUP)**

Company Location : 9465 Counselors Row - Suite 200 | Indianapolis - IN 46240 USA

Department: Digital Marketing

#### **Duties/Responsibilities:**

Being the Digital Brand Manager, at Bragi Group, I am responsible for brand and product messaging, positioning, and the definition and execution of marketing communications plans, with a focus on activating digital marketing programs for their e-commerce sites.

I have to maintain a broad understanding of traditional marketing channels, Bragi Group's marketing capabilities, their e-commerce platform as well as the latest trends in emerging media and digital channels.

I have to act responsibly will all the flexible and agile strategic plan that will support the Bragi Group's e-commerce Marketing objectives. All in all, I am responsible for:

? Creating storylines and messaging across products and key initiatives that ladder up to the overall Bragi Group's brand positioning and value proposition.

? Lead the development of multi-channel marketing and communications strategies and plans to support Bragi Group's business, with a focus on digital marketing based on e-commerce.

? Partner with eCommerce product teams to develop customer testimonials, videos, white papers, and other resources to drive thought leadership.

? Support e-commerce market research efforts and interpret market research to help shape e-commerce marketing and communications strategy and direction.

? Annual/bi-annual analysis of competitive marketing efforts, share of voice and spend.

? Provide guidance and consultation to internal and external stakeholders on the strategies, tactics and processes for effective marketing and communications initiatives.

? Find innovative ways of leveraging existing digital capabilities to create genuinely differentiated programs that inspire customers and consumers to choose our brands.

? Collaborate internally with key functions in our marketing organization (shopper, customer, brand, digital, commercial, and content) to build relevant plans and ideas that shape our communication with online shoppers while staying true to the voice and imagery of our brands.

### 4. **Head ( August 1, 2017 - March 1, 2018)**

#### **GetWebInc**

Company Location : 730/3 West Kazipara, 7th Floor, Mirpur, Dhaka 1216, Bangladesh

Department: Digital Marketing

#### **Duties/Responsibilities:**

Being the Head of Digital Marketing at Get Web INC, I am pledged to provides a holistic, buyer/customer/user journey-based, and orchestrated view of digital strategy across multiple marketing-led initiatives to achieve campaign goals. Besides, I proffer leadership and expert guidance to internal teams by supporting multi-channel campaigns encompassing content strategy, monitoring online communities, uncovering insights, and analyzing metrics while effectively educating them on all of the above.

There are 3 primary areas of responsibility that I provide:

- . Digital marketing strategy & channel integration
- . Analytics, insights and market intelligence
- . Digital production, optimization, and testing

My goal with Get Web INC is to demonstrate that digital marketing is having a real business impact. I have to use every tool at their disposal, e.g. ad creative, keywords, bidding/budget optimization, user experience, and ad targeting, to further this goal.

Below are my primary job responsibilities at Get Web INC

- . Provide account management and digital services to clients; develop new and improve existing campaigns, and pursue new opportunities.
- . Understand and support clients' business goals.
- . Research, manage, and optimize paid search account in AdWords and Bing.
- . Manage and track utilization, performance, and traffic analytics to optimize keywords.
- . Ensure campaigns stay within budget and meet utilization and quality expectations.
- . Recommend website changes and/or build landing pages effective for PPC campaigns.
- . Measure results of campaigns in AdWords, Bing, and Google Analytics, using detailed performance metrics, behavioral data, and market trends. Prepare monthly reports for clients.
- . Manage administrative needs of projects, including order processing and prompt client communication.
- . Advise sales and clients with regards to digital advertising and tracking "best practices".
- . Manage related activities, such as SEO, display media optimization, website usability, and social media management.
- . Develop innovative techniques that use digital media to market products/services.

## 5. **Manager ( August 1, 2016 - August 1, 2017)**

### **Arobil Ltd**

Company Location : Address: level-6(east), 20/21 garden road, kawranbazar , Dhaka-1215

Department: Business Development (Digital)

#### **Duties/Responsibilities:**

Being the Business Development Manager at Arobil Ltd., I work with management team to identify and evaluate the market, new target clients, and seek opportunities for business development within a defined area or sector. I am pledged to work with the managerial team to develop and implement strategic sales plan.

I have to act responsibly for heading up their expansion in new markets as well as continued expansion among existing clients and forever oblige to build relationships with existing clients in an attempt to increase their current spend.

I work with several internal teams like Digital Content Development, Graphic Design to deliver an outstanding presentation to capture the profitable business opportunity. I have to remain cautious for driving peak performance and sales success across the organization.

As I have come from Digital Marketing background, I have to identify trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments. I am held answerable for creating, negotiating and closing commercial agreements.

I am bound to close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations. I put the highest attention to protecting organizations value by keeping information confidential.

Since I have to deal with several clients alongside at a time, I have to pay plenty of time for negotiating strategies and positions by studying the integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.

## 6. **SEO Specialist ( February 1, 2016 - July 1, 2016)**

**ServicEngineBPO (Abdul Monem Ltd.)**

Company Location : House-8, Abbas Garden, DOHS, Mohakhali Dhaka-1206 , Bangladesh

Department: Business Development

**Duties/Responsibilities:**

Hither at ServicEngineBPO, I work with a team of Adept Professionals, Join up with among them and help them in assembling a satisfactory & sustain compatibility to clients with a beneficiary approach. And as per the client's requirement, my approach remains extremely professional in maintaining current social media strategy and inbound marketing methodology to seek out the best from their business.

As an SEO Specialist, I cover all the current SEO strategy, distinctive digital marketing formulas and apply solution as required. I never hesitate to take any necessary steps in my working policy. I follow some crucial methodologies like Content Marketing, Social Media Marketing, Traffic Conversion, Landing Pages Optimization, Email Marketing, S-marketing, and Sales & Dellght.

In addition, I love to work as a social media manager. I perceive social media KPIs, measure Social Media Metrics and implement result as required. I put my heartfelt effort on brand awareness, and represent business from mid-level to corporate level customers. My constant allegation is to guide the team members to follow the trendiest policies and methods, effective for the certain time being.

Im still learning to offer top-notch services like do analysis for any kinds of Business concerning traffic increase, ROI and sales and develop Business area as a whole package. I with my Experience marketing team utilize all kinds of inbound marketing strategy for the betterment of this organization and get leads consequently. I love to find out my competitor Growth policy and many times, I tend to hack competitor growth.

**7. Digital Marketing Specialist ( July 4, 2015 - January 1, 2016)****Orbit Informatics (Ahhmed Group)**

Company Location : House#15, Road#72, Gulshan-2, Dhaka-1212

Department: Digital Marketing

**Duties/Responsibilities:**

Being the Team Lead of Digital Marketing Department, my first and foremost duty is to run the whole group, collaborate among them and help the organization maintain a healthy relationship with our clients with a beneficiary approach. Here in Orbit Informatics, my key tasks are likewise performing website analytics, setting up SEO strategy, Social Media Marketing Policy and many more fundamentalists.

As a Social Media Manager, my job here is to cover all the Social Media KPIs, measure Social Media Metrics and apply solution as required, monitor engagement and take necessary steps to increase that. In addition, Ive also made up a solid Social Media Calendar and guide the team members to follow it for a certain time being.

After joining Orbit Informatics, I found one of my most gratifying obsessions, Blogging. Due to that fact, my skills as a Content Marketer has experienced sheer growth. For that purpose, Ive also prepared a Content Marketing Calendar for our own business. Not only that, I prepare Content Marketing Calendar for respected clients as per their demand.

On demand, Ive to perform as business developer and its become a passion day by day. Thats why I stay focused all the time and plan on how to develop clients business as a continuous process. While developing a business plan for our respected clientages, I put importance their better ROI. Me, with my expert team, utilize all sorts of internet marketing strategies and try our best to develop our clients business.

I just love to help small businesses. I believe my friendly behavior of my team members and clients make the whole digital marketing task pretty straightforward.

I keep my objectives and vision clear and never compromise about serving the best to our consumers.

**8. SEO Manager ( January 1, 2013 - July 1, 2015)****Marketing Sheba**

Company Location : Mirpur Dhaka 126

Department: Digital Marketing

**Duties/Responsibilities:**

## SEO & Digital Marketing Strategy Responsibilities Include

- \*\* Implementing A Small Business Social Media Strategy
- \*\* Research The platforms
- \*\* Plan Your Content
- \*\* Build and Develop Social Media Presence
- \*\* Maintain All Of Company Profiles
- \*\* Work in Social media as a Social Media Manager
- \*\* Identify Ideal Customers
- \*\* Set Marketing Objectives
- \*\* Identify Business Goals
- \*\* Research Competition
- \*\* Increase Referral Traffic To Their Website
- \*\* Drive Lead Generation or e-commerce Purchases
- \*\* Increase Company Credibility
- \*\* Increase The Quantity of Feedback That They Receive From Customers and Leads.
- \*\* Build Brand
- \*\* Attract New Customers
- \*\* Support sales
- \*\* Engage with Fans
- \*\* Understand Target Market point of view and activities
- \*\* Consider influencers, Buyers and end users
- \*\* Know where audience engages on social media
- \*\* Consider your audience social media behavior
- \*\* Create editorial calendar
- \*\* Brainstorm ideas for content
- \*\* Offer a variety of content formats

### \*\*\*\* Business Development Responsibilities

- \*\* Prospect for potential new clients and turn this into increased Business
- \*\* Research and build relationships with new clients.
- \*\* Present new products and services and enhance existing relationships
- \*\* Present to and consult with mid and senior level management on business trends with a view to develop new products, services and distribution channels
- \*\* Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- \*\* Using knowledge of the market and competitors, identify and develop the companys unique selling propositions and differentiation.
- \*\* Present business development training and mentoring to business development and other internal staff.
- \*\* Understand the companys goal and purpose so that will continue to enhance the companys performance.
- \*\* Submit weekly progress reports and ensure data is accurate.

## 9. **Web Analysis & Digital Marketing Specialist ( January 1, 2009 - January 11, 2012)**

### **Win-Win Service Provider**

Company Location : 1009, East Shewrapara Mirpur Dhaka

Department: Web Development & Online Marketing

#### **Duties/Responsibilities:**

- \* Web Development
- \* HTML,xhtml,HTML5, CSS3,
- \* PHP
- \* Bootstrap
- \* WordPress
- \* PSD to HTML
- \* JQuery, JavaScript
- \* SQL, MySQL

- \* Website Audit & Analysis
- \* Keyword Research & Analysis
- \* Market Research and Analysis & Monitoring

- \* Competitors Research Analysis
- \* On Page Optimization( Develop SEO Friendly Website)
- \* Off Page Optimization (hold down all kind of Link Building Strategy)
- \* SMM/SMO (Traffic & Lead Conversion, Branding Stuffs)
- \* Improving Keywords Based Rankings on Google, Yahoo and Bing
- \* SEM ( All PPC - Google, Yahoo, Bing and Face book)
- \* Social Media Optimization
- \* Local SEO: Google Places, Bing local & Yahoo listings, Local, Yelp, Four Square, and Local & Multilingual Directories etc.
- \* Link Popularity Building & One-way Link Popularity Campaigns
- \* Forum Posting Articles, Commenting and all
- \* CMS SEO: Word Press & Magento SEO
- \* Social media optimization

### Web Analytic Tools Include:

- \* Google Analytics & webmaster tools (Monitoring & Reporting)
- \* Web traffic analysis by using Google analytic
- \* Customer activity monitoring with Google analytic & webmaster
- \* Google ad word campaign ( Monitoring & Reporting)
- \* Performance Monitoring and Reporting
- \* check your Keyword Ranking Report

### **Academic Qualification:**

Exam Title	Concentration / Major	Institute	Result	Pas.Year
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)	Marketing	National University	CGPA:2.89 out of 5	2007
HSC	Business Studies	B.A.F Shahee College	CGPA:2.9 out of 5	2003
SSC	Business Studies	Uttora High School	CGPA:3.63 out of 5	2001

### **Training Summary:**

Training Title	Topic	Institute	Country	Location	Year	Duration
Social Media Marketing (SMM)	FACEBOOK MARKETING,TWITTER MARKETING,GOOGLE PLUS, MARKETING,PINTEREST MARKETING,INSTAGRAM MARKETING, YOUTUBE MARKETING,LINKEDIN MARKETING,	BASIS	Bangladesh	BASIS Institute of Technology & Management (BITM)	2014	2 Month
Professional Dynamic Website Developer .	Programming Basic, Learning PHP, Understanding Database Concepts and SQL PHP with MySQL,Creating a dynamic Website following Professional Standards	win-win service provider	Bangladesh	Mirpur Dhaka	2013	6

Hands-On Practical Training On PSD to XHTML and HTML 5 Template .	PSD to XHTML/CSS template, HTML5 & CSS3 basics, PSD to HTML5 & CSS template from real life project.	win-win service provider	Bangladesh	Mirpur Dhaka	2012	6 Month
Search Engine Optimization (SEO)	Keyword Recharge, Url collection, Article Submission, Quality Link Building for Blog/Forum/article Site, Google Indexing, Bookmarking, Directory Submission, link Exchange, link wheel, SMM, Business Network Submission, SEO Philosophy, site-wide SEO, Social SEO, Viral SEO etc.	Outsourcing Institute	Bangladesh	Chittagong	2010	6 Month
Professional Static Website Developer.	Web Development Basics, html/xhtml, CSS, DOM, JavaScript & JavaScript Libraries, Photoshop for Template & Illustrator for logo design	win-win service provider	Bangladesh	Mirpur Dhaka	2008	6 Month

### **Professional Qualification:**

Certification	Institute	Location	From	To
Social Media Marketing (SMM)	BASIS Institute of Technology & Management (BITM)	Kawran Bazar Daka	January 1, 2014	March 1, 2014
Web developer & SEO Expert	Win-Win Service Provider	Mirpur Dhaka	January 1, 2012	June 30, 2014

### **Career and Application Information:**

Preferred Job Category : IT/Telecommunication, Marketing/Sales  
 Looking For : Top Level Job  
 Available For : Full Time  
 Preferred District : Dhaka  
 Preferred Organization Types : Banks, Telecommunication, IT Enabled Service, NGO, Multinational Companies, Direct Selling/Marketing Service Company, Group of Companies, Tour Operator, Boutique/ Fashion, Online Newspaper/ News Portal, Healthcare/Lifestyle product

### **Specialization:**

Fields of Specialization	Description
<ul style="list-style-type: none"> <li>• Business Development</li> <li>• Brand Promotion</li> <li>• Data Analysis</li> <li>• AdWords</li> <li>• Ecommerce</li> <li>• Advertising &amp; Promotion</li> <li>• Branding</li> <li>• SEO and Digital Marketer</li> <li>• Strategic Planning</li> <li>• Brand Communication</li> </ul>	<p>"Harvesting for the betterment of SEO, Google Adwords &amp; Integrated Marketing Development"</p> <p>With the constancy of coherent approach I am, Rashed Reza Chowdhury ( Arif ), evolving with more than 4 years of experience in a wide range of internet marketing services such as SEO, SMM, SMO, SEM, Google Adwords, Google Place Optimization and Local SEO. Offering top-notch satisfactory services is my ultimate objective. Highest ROI and estimated results are assured to all my clients without violating the deadline ever. I can make sure, as a client, your investment won't go in vain under my authentication.</p> <p>Utilizing the devoted strain, I always keep myself updated with Google's latest search engine algorithm i.e. Penguin, Panda &amp; Hummingbird. I serve my clients with the latest and advanced tools and implement White Hat SEO techniques to ensure, their long-desired personal/business website never gets banned by Google.</p> <p>My profile of Digital Marketing Specialization includes:</p> <ul style="list-style-type: none"> <li>. Keyword Research and Analysis</li> <li>. Web Developer/ Web Designer</li> <li>. Website Analysis</li> <li>. Market Research and Distinguish Business Objective</li> <li>. Local SEO, Google Place Optimization</li> <li>. On-Site SEO for SEO friendly Website</li> <li>. Off-Site SEO with Quality Link Building, Back Linking Generation</li> <li>. Traffic, Conversion and Lead Generation</li> <li>. SMM/SMO for Branding Purposes</li> <li>. Traffic Generation Blogging</li> <li>. Web Analytics Service</li> <li>. Google Analytics, Statcounter, WebTrends</li> <li>. Monitoring, Reporting analytical data</li> <li>. Conversion Rate Optimization (CRO),</li> <li>. Social Reputation Management ( SRM)</li> <li>. Competitive and Demographics Analytics</li> <li>. Social Media Analytics</li> <li>. Marketing Strategist</li> <li>. Branding</li> <li>. Brand Communication</li> <li>. Content Strategist &amp; Planning</li> <li>. Customer Acquisition</li> <li>. ATL, BTL &amp; TTL</li> <li>. Strategic PR</li> <li>*** E-commerce</li> </ul> <p>I forever thrive on maintaining a long-term healthy relationship with the client. I Hope, you'd enjoy working with me.</p> <p>Best Regards Rashed Reza Chowdhury Arif</p>

**Extra Curricular Activities:**

Travailing , cooking, Read a Islamic book, Write Article , Sing a song

**Language Proficiency:**

Language	Reading	Writing	Speaking
Bangla	High	High	High
English	High	High	Medium
Hindi	Low	Low	High

**Personal Details :**

Father's Name : MD. Abdul Rahim Chowdhury (Samad)  
Mother's Name : Khalada Chowdhury ( Alaya)  
Date of Birth : February 16, 1986  
Gender : Male  
Marital Status : Married  
Nationality : Bangladeshi, Bangladeshi  
Religion : Islam  
Permanent Address : 242 West Shewrapara -1216, Mirpur TSO, Mirpur, Dhaka 1216  
Current Location : Dhaka

**Reference (s):**

	<b>Reference: 01</b>	<b>Reference: 02</b>
Name	: ❖ Mohammad Belal Hossain	Md Ekram
Organization	: win-win service provider	Creative It LTD
Designation	: CTO, Win-Win Service Provider	Project Manager
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Relation	: Professional	Others