

# Jahid Hasan

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## PROFILE

Marketing major pursuing a Master's of Science in Business degree with 4 years of experience in sales marketing, customer service, and brand management in corporate and retail sales. Actively seeking internship/on-campus opportunities.

## EDUCATION

**Master of Science in Business, Marketing Analytics and Insights** (CGPA 4.00) Sep 2023

Raj Soin College of Business, Wright State University, Dayton, Ohio

**Bachelor of Science, Zoology** (CGPA 3.44) Dec 2010-Dec 2016

National University, Gazipur, Bangladesh

## RELEVANT COURSEWORK

- Marketing Strategy
- Content Marketing
- Internet Marketing
- Digital Marketing
- Marketing Campaign
- Microsoft Office

## RELEVANT PROJECTS

**Marketing Campaign** for RSCOB, Wright State University May 2021 –Feb 2022

- Developed a marketing plan to promote MS in Marketing Analytics program
- Created Organic and Paid campaigns in Google AdWords and social media

**Content Creator** on Jahid Hasan, Facebook

- Created more than 200 video contents on Facebook and YouTube
- Monthly reach of approximately 1.3 million with a number of 116k followers

## PROFESSIONAL EXPERIENCE

**International Check-in Coordinator – UCIE** Nov 2024 - Continue

Wright State University, Dayton, Ohio

- Coordinated 36 Institutes for Educational Events
- Revamped the Facebook Business Page that has led to over 55k followers (up by 40%)

**Wright Life Reporter – The Wright State Guardian** Jan 2024 – Apr 2024

Wright State University, Dayton, Ohio

- Proficient in creative writing and adept at producing spotlight news content
- Skilled in conducting interviews with students, professors, and other relevant individuals to gather information for news reporting purposes

**Territory Manager** Apr 2017-Mar 2021

Prothom Alo (Leading Bangla Newspaper), Dhaka, Bangladesh

- Engaged with the reporter to in content writing to improve the performance or publications
- Promoted to Territory Manager from Sales Officer; Employee of the Month for May 2018
- Marketed products at trade shows, selling one-on-one to customers, B2B Customers

## SKILLS

- Microsoft Office
- Customer Service
- Communication Skills
- Digital Marketing
- Video Editing
- Content Writing

## ACTIVITIES

**Team Leader, Youth Team**, Transparency International Bangladesh Feb 2014 - Dec 2016

**Facilitators**, The Hunger Project, British Council Jan 2014 - Jan 2017