RESUME OF

**RIASAT MUHAMMAD AMIR**

House# 140, Flat#D/2

Lakecircus Kalabagan, Dhaka-1205,

Office : NAC 718c North South University

Contact: 01787-658212, 9127916

riasat.amir@northsouth.edu

**Career Objective & Vision**

Seeking a career to share my knowledge and experience with students and gain more experience into the academic research and teaching field.

**Education:**

*Masters of Science in Strategic Media Communications* May 2015

Concentration: Marketing Communication and Corporate Affairs

St. Cloud State University, St. Cloud, MN

CGPA: 3.80

*Bachelor of Science in International* Business May 2013

Concentration: Marketing

St. Cloud State University, St. Cloud, MN

CGPA: 3.15

S.S.C and H.S.C (Science), Dhanmondi Govt Boys & Dhaka Residential Model College (DRMC) in the year of 2004 & 2006 obtained G.P.A 4.88 and 4.60 respectively.

**Research Projects**

* Corporate ethics & social responsibility and its relationship with brand image.
* Product placement strategy and ethical issues.
* Corporate branding by using social media.

**Professional Portfolio:**

**Lecturer**

**North South University, Bangladesh May 2015- Present**

● Teaching International Marketing, Principle of marketing and Entrepreneurship.

● Internship coordination

**Graduate Assistant** May 2013- May 2015

Center for Continuing Studies, St. Cloud State University

● Processing students’ online classes’ registration, assignments and proctoring students’ online exam.

● Managing and following calls up with students’ appointments.

**Google Online Marketing Competition, 2014** Jan 2014- May 2014

Classical Actors Ensemble, Minneapolis MN

* Team member of the 2014 Google Online Marketing Challenge, a global online marketing team competition.
* Designing and executing PPC campaign for non-profit organization with $250 fund from Google AdWords.
* Experience with Google AdWords, Keyword Planner, Google Analytics and Google Webmaster Tools to strategically determine optical campaign design for client.

**Market Analyst Intern** June 2011 - Aug 2011

e-2-D Services LLC

Bloomington, MN

**Project: Business Development Strategy for *eBulz***  & ***CLOUD FOR ALL***

* Conducting industry research to evaluate key trends across markets, industries, and competitors
* Supporting key Business Unit initiatives:
* Go-To-Market optimization
* New Product Introductions
* Sales and Operations Planning
* Analyzing Service Line / Market performance to identify opportunities for growth
* Facilitating the development of annual and/or long-term strategic plans

**Achievement & Awards:**

**Dean Award:**

* Dean Award for outstanding performance as a pre-business major in fall 2009 & spring 2010.

**Leadership Award:**

* Scholarship for leadership and service by the national society of collegiate scholars.
* Participant the leadership training program selected by Saint Cloud State University. (SCSU) organized by “The National Society of Leadership and Success”
* Nominated for **“ Excellence in Leadership Award”** in year 2011 and 1013

**Group & Professional Involvement:**

* President- Bangladesh Student Association, SCSU, Minnesota, USA.
* Director of Membership-APICS (American Production and Inventory Control Society) SCSU (Student Chapter, Minnesota, USA
* Member- UNICEF campus involvement, SCSU

**Skill Profile:**

|  |  |  |
| --- | --- | --- |
| AREAS OF EXPERTISE |  |  |
| ● Marketing proposals | ● Risk assessment | ● Problem Identification |
| ● Competitor monitoring | ● Report preparation | ● Project management |
| ● Social media | ● Brand development | ● MS Office Suite |
| ● Public relation | ● Corporate affairs | ● Crisis Communication |

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**REFERENCE SHEET**

**Professional References in USA**

(1) Irina Kahar

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Bloomington, MN 55431

Phone: (651)-687-0605

e-mail: [irinh@e-2-d.com](mailto:irinh@e-2-d.com).

(2) Alexander Pollaco

Professor, G.R Herberber College of Business

Department of Management

Centennial Hall

720 4th Aves

St. Cloud, Minnesota-56301

Phone: (320) 309-9527

e-mail: [apolacco@stcloudstate.edu](mailto:apolacco@stcloudstate.edu)

(3) Kristy Modrow

Experiential Learning and outreach coordinator

School of Public Affairs

International Student Association (ISA) Advisor

St. Cloud State University

Phone: 320-308-1668

e-mail: [kkmodrow@stcloudstate.edu](mailto:kkmodrow@stcloudstate.edu)

**Personal References in Bangladesh:**

(1) Mahafuz Mannan

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Lecturer

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(2) Mr. Masud Sadiq

Commissioner of Customs

Custom House, Chittagong

Phone: +8801711-367367

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