

Address: Stormgade 9, 6-13  
9000 Aalborg, Denmark

Mobile: +45 53 34 74 05  
E-mail: rakibulhasan77@gmail.com

LinkedIn profile: linkedin.com/in/rakibulhasan77  
Personal website: rakibulhasan.expecta.dk

## CURRICULUM VITAE

# RAKIBUL HASAN



### Personal Information

**Born:** 10 Feb 1989, Dhaka, Bangladesh.

**Nationality:** Bangladeshi, residence in Denmark since January 2015.

**Visa & work permit:** Accompanying family member – full-time work permit.

**Family status:** I am married with one child named Afifah, she is eight months old. My wife has recently graduated from Aalborg University. We all live together.

**Why Denmark:** In 2014, my wife moved to Denmark for studying masters in International Business Economics at Aalborg University (AAU). Afterwards, the innovating education system in Denmark, mainly the problem-based learning at the AAU has also attracted me to study. Currently, I am studying MSc in International Marketing at AAU with Danish Government Scholarship (tuition waver). Last, but not least, cultivating innovation, flat management structures, teamwork, and work-life balance has motivated me to work in Denmark.

### Objective

To obtain a challenging position (internship starting from August 2017) within the field of marketing/business development. Have a strong need for challenges and variety in the working environment. Keen to make a difference to the team converting the theories into practices. Geographically flexible and open for frequent traveling.

### Profile

A five-year experienced marketing professional who has the ability to break problems into small parts and solve them accordingly. A tech-savvy and adaptable to the rapidly changing business world by the influence of the continuous development of new technology. Experienced in the entire value chain of marketing management, ranging from sales, digital marketing, brand management, advertising, strategic marketing, marketing research to customer service. As a member of NOVA and Youth Goodwill Ambassadors of Denmark, elevating career development by creating professional networks and dating with companies. In addition to this, contributing to the Danish society and learning Danish culture by doing volunteer activities. A team player and prefer to blend in with the group rather than to find own way. Able to manage stress and always finish tasks or project on time.

My view on business is inspired by professor John Elkington's concept of "the triple bottom line (TBL)", also known as 3Ps (Profit, People, and Planet). I am always contributing to the business to increase profits ensuring the betterment of human being and the environment.

## Work Experiences

**Jun 2015 - Dec 2016**  
Aalborg, Denmark

### AZZURRA

*One of the leaders among the restaurant chains in the northern region of Denmark. To provide the best experiences, and to produce the best Italian and Indian cuisine to the customers. Approx. 80 employees.*

#### Student Assistant (Marketing)

**Tasks:** Managing all the activities for the digital marketing including website management, social media marketing and designing all sorts of communications materials.

**Achievements:**

- Re-designed/developed the website which helped to increase web traffic ([azzurra.dk](http://azzurra.dk))
- Re-designed all the communications materials with responsive approach

**Competencies:** Communications, social media marketing, content management, Google Analytics, Google AdWords, adaptation to Danish working culture.



Sep 2013 - Nov 2014  
Dhaka, Bangladesh

### **PATHSHALA**

*One of the top institutes in South Asia in creative education. To offer various educational programs in photography and multimedia journalism. Approx. 40 employees.*



#### **Marketing & Communications Coordinator**

*Tasks:* Managing overall marketing related operations including identifying, and analysing customer demand in all fields of business; developing and managing public relations and provided leadership to brand management.

*Achievements:*

- Introduced a new education program
- Earned the highest media coverage
- Organized some successful events collaborating with others

*Competencies:* Business communications, strategic marketing, professional accountability, sales, branding, public relation.

Oct 2010 - Mar 2013  
Dhaka, Bangladesh

### **EXPECTA**

*A design agency, founded by me during the graduate level. Managed business operation alone as it was a micro business.*

Expecta.

#### **Independent Consultant**

*Tasks:* Developed and designed concepts, graphics, and layouts for product illustrations, company logos, brochures etc. for online and offline platforms; provided all sorts of printing services.

*Achievements:*

- Gained practical knowledge about the backbone of a business operation
- Acquired extensive knowledge about processes and uses of different materials or media in communications materials

*Competencies:* Business management, entrepreneurship, negotiation, graphics design, web design, print media, photography.

## **Education**

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Sep 2016 - Jun 2018  
Aalborg, Denmark

### **MSc in International Marketing (8<sup>th</sup> semester) - Aalborg University**

*Competencies and achievements:*

- Learning a company's opportunities in the presence of global markets
- Digital Marketing and international brand management
- Export marketing and various research methods to solve business problems
- Shaping my skills to be a good as a team player
- Solving complex issues through the problem-based learning approach
- Getting more insights of qualitative research by assisting an Associate Professor and a PhD student in data entry and making graphs

*Projects:*

- Collaborating with Med24 with the objective of redefining their customer segmentation and strategy to attract them to retain. *Findings & implication: The attractive segmentations are most frequent-buyers and often-buyers.*
- Reviewed literature on consumers' perceptions and attitudes towards electric vehicles in perspective of USA and China. *Findings: Americans have significantly lower relative willingness-to-pay for EVs than Chinese's.*
- Collaborating with OnePlus with the objective of defining different aspects of its brand and recommending branding strategy for sustainable growth.



2012 - 2013  
Dhaka, Bangladesh

### **Masters of Business Administration (3.29 out of 4.00 scale) - Jagannath University**

- Crafting strategy for marketing of a business and non-profit organization
- Conducting marketing research (qualitative and quantitative)



2007 - 2012  
Dhaka, Bangladesh

### **Bachelor of Business Administration (3.49 out of 4.00 scale) - Jagannath University**

- Managing supply chain and operation
- Managing a brand and understanding consumer behaviour



## Volunteer Experiences

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**Jun 2016 - Dec 2016**  
Aalborg, Denmark

### Volunteer - Blå Kors Danmark

Task: Steaming clothes for a web shop named lidtsmartere.dk  
Competencies: Adaptation to Danish culture.



**Nov 2009 - Nov 2013**  
Dhaka, Bangladesh

### Volunteer - UNFPA Youth Forum for RH

Task: Organized national event related to youth & adolescent's reproductive health and rights. Advocated policy makers & government.  
Competencies: Presentation skills, organizing events.



**Jan 2009 - Dec 2011**  
Dhaka, Bangladesh

### Joint Secretary - Business Club, Jagannath University

Competencies: Leadership, developed 'can-do attitude'.



## Language Proficiency

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**Bengali:** Native language **English:** Professional level **Danish:** Beginner level **Hindi and Urdu:** Beginner level

## IT and Computer Knowledge

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**Photo & design:** Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC: *Professional level.*

**Office work:** Microsoft Office 365 and 2016 programs: *Professional level.*

**Web & CMS:** WordPress: *Professional level;* Google Analytics and Google AdWords: *Beginner level.*

**Research:** SPSS and SurveyXact: *Beginner level.*

## Additional Information

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**Nov 2016 - Present**  
Copenhagen,  
Denmark

### Member - Nova100

Selected through a thorough selection process based on the combination of strong academic skills and results, great social skills, and a humble image as well as a strong drive, dedication, and work experience.



**Sep 2016 - Present**  
Copenhagen,  
Denmark

### Youth Goodwill Ambassador of Denmark - Copenhagen Capacity

Selected as an ambassador by competing with several hundreds of international students studying in Denmark. Achieving: Professional networks, visiting companies and developing my career in structured manner.



**Feb 2016 - Present**  
Aalborg, Denmark

### Member - Aalborg Cricket Club

Playing an important role in squad. All-rounder, right-hand middle order batsman and leg spinner. Playing in Danish second division cricket.



*Learning:* Multi-culture, teamwork, adaptation to Danish culture

**Mar 2013 - May 2013**  
Dhaka, Bangladesh

### The Future Leaders Programme 2012-13 - Channel i and The FLL

Selected as one of top ten by going through eleven types of intensive screening stages. Entrepreneur learning through doing real-life business in organic products, restaurant, and export of ready-made-garments.



**Apr 2012 - Apr 2012**  
Bangkok, Thailand

### Training on Building Youth Leadership - UNFPA APRO & Youth Coalition

*Learning:* Youth leadership, advocacy, multi-culture, presentation



## Free-time Activities

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Daily, I go out with my wife and little daughter for cycling or walking. I like to take still-life photographs and share them on Instagram. I play cricket for Aalborg Cricket Club, Denmark. I like to watch adventure movies. I often cook Indian and Bangladeshi foods at home. I also love to make Indian chai/tea.

## References

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### Trina Claire Leth Amsler

Managing Director and Owner, Azzurra APS  
"Working with Rakibul is a pleasure because of his very perfectionistic and out of the box way to look at things".  
2015-2017



### Mohammad Bakhtiar Rana

Assistant Professor, Aalborg University  
"Rakibul is very strong at using digital tools and software's that are used in e-marketing and e-commerce management".  
2007-2017