

HOSSAIN MAHMUD

BBA (MIS) | Marketing Minor | Business & Technology | IT & Software Support

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PROFESSIONAL PROFILE

BBA graduate majoring in Management Information Systems (MIS) with a minor in Marketing, with academic and practical experience in business technology, data analysis, reporting, customer support, and digital tools. Experienced with Microsoft Office, Power BI, Google Workspace, and basic web technologies including HTML, CSS and JavaScript. Interested in IT operations, ERP/software support, business technology, and user support, with a strong willingness to develop hands-on technical skills.

SELECTED ACADEMIC BUSINESS WORK

- Conducted market, consumer, and competitor research for academic business projects and translated findings into structured reports and presentations.
- Developed recommendations for branding, advertising strategy, consumer behavior, and market positioning based on research findings.
- Created **Power BI dashboards** to visualize business information and communicate insights for decision-making.
- Developed an **e-commerce website using HTML, CSS, and JavaScript**, applying web technologies to a business context.

PROFESSIONAL EXPERIENCE

Telemarketing Executive | Skytech Solutions

- Conducted 80+ outbound calls daily to prospective customers, professionally presenting products and services.
- Generated and qualified leads by identifying customer interest, communicating product value, and maintaining clear customer conversations.
- Maintained records of prospective customers and followed up with interested leads.
- Communicated customer requirements and feedback to the relevant team.
- Worked toward daily/weekly outreach and lead-generation targets.

EDUCATION

Bachelor of Business Administration (BBA)

Independent University, Bangladesh (IUB) | 2022 - 2026

Major: Management Information System(MIS) | Minor: Marketing | Cgpa: 2.85

Higher Secondary Certificate (H.S.C)

Uttara city college, Dhaka | 2020 – 2021

Group: Science | Result: 4.58

Secondary School Certificate (S.S.C)

Milestone College, Uttara, Dhaka | 2019

Group: Science | Result: 4.44

SKILLS

Business & Operations: Business Research, Business Analysis, Project Coordination, Customer Communication, Presentation, Report Writing.

Sales & Customer: Lead Generation, Cold Calling, Customer Engagement, Product Presentation.

Tools: Microsoft Office, Google Workspace, Power BI, HTML/CSS/JavaScript.

Languages: Bengali (Native), English (Professional Working Proficiency)