

Tazrian Shainam Shahid

Lecturer – School of Business
University of Liberal Arts Bangladesh

PERSONAL STATEMENT

Experienced researcher and academician with over 10 years of experience in market research, teaching, training and data analysis.



WORK EXPERIENCE

October 2015- Till Date Dhaka, Bangladesh

Lecturer

University of Liberal Arts Bangladesh,

- Primarily taking courses of Marketing and Management disciplines
- Supervising and guiding interns in their designated research and project papers.
- Counseling students on course and major selection.
- Advisor for ULAB Wellness Club
- Member of the curriculum review committee for marketing.
- Counselor and trainer for “Skills for career” - a bi-annual boot camp for last year students.
- Trainer for “Start-up ULAB” - a resource center for students with entrepreneurial ideas or ventures
- Coordinator BBA Orientation 2019-2020
- Member of the Steering committee for the 4th Convocation.

April 2013- September 2015 Dhaka, Bangladesh

Senior Executive

The Nielsen Company Bangladesh

- Attained experience in the different facets of Market research with specialization in projects involving tele-communications, information technology, mobile handsets and consumer electronics among others.

Types of Projects executed –

- Brand Health Measurement
- Customer Satisfaction Measurement
- Mystery shopping
- Retailer Satisfaction and Effectiveness Measurement
- Ad Campaign Evaluation
- Pre and Post Launch evaluation of 3G Data service
- Usage and Attitude studies
- Customer Experience mapping

Achievements-

- Awarded with the annual performance award of “The Rising Star 2014”
- Received several client appreciations for high quality reports and effective project executions.
- Promoted to Senior Executive from Executive for commendable performance in 2015.



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SKILLS

TEACHING AND TRAINING

RESEARCH

PUBLIC SPEAKING

ANALYSIS AND PROBLEM SOLVING

EVENT ORGANIZATION

TEAM WORK

PROJECT MANAGEMENT

WORK EXPERIENCE (C)

May 2009– Feb 2011

Chittagong, Bangladesh

Admissions Officer

Asian University for Women (AUW)

- Gained experience in handling local & international admissions for AUW through partner organizations across Asia.
- Prepared and executed outreach plans in collaboration with the country coordinators to reach out to target students in 13 countries.

EDUCATION

Master of Business Administration

2011-2013

Institute of Business Administration
University of Dhaka
Major-Marketing
CGPA-3.55

Bachelor of Business Administration

2005-2009

Independent University Bangladesh
Major-Marketing
CGPA-3.87
Graduated Magna Cum Laude

RESEARCH AND PUBLICATIONS

“Understanding the Factors Affecting Young Millennials’ Likeability of Television Advertisements in Bangladesh”
-published and presented in 2nd International Conference on Business and Management (ICBM 2019) organized by BRAC University Bangladesh

“Understanding the Consumer Behavior and Shopping Preferences in Relation to Superstores in Bangladesh”
- published and presented in International Conference on Business and Management (ICBM 2017) organized by BRAC University Bangladesh

REFERENCES

Professor Milan Kumar Bhattacharjee, PhD

Treasurer

University of Liberal Arts Bangladesh (ULAB)

E-mail – milan.kumar@ulab.edu.bd

A F Wazir Ahmad

Assistant Professor and Director, BBA , Program
School of Business

University of Liberal Arts Bangladesh (ULAB)

Email: wazir.ahmad@ulab.edu.bd

COMPUTER SKILLS

Microsoft Excel Microsoft Word

Microsoft Powerpoint SPSS

Microsoft Publisher AMOS

Multimedia Software Moodle

TRAININGS

- Application of Structural Equation Modelling (SEM) using AMOS
- Analyzing and interpreting qualitative data for business strategy
- Advanced statistical analysis for quantitative research in for academic journals.

LANGUAGE PROFICIENCY

- Well versed in both written and spoken English and Bengali.
- (IELTS score of 8 on 9).

INTERESTS



Travelling



Reading