

# RESUME



## MOHAMMAD ABDUL HAFIZ CHOWDHURY RAHAT

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### PROFILE

An experienced Tech – Socio professional with more than 15 years of expertise with a demonstrated history of working in Telecommunications and private sectors especially in- Managing Key Accounts, Business Growth, Digital Marketing ,SEO, Content Writing, Press release, Call Centre (Inbound &Outbound), Customer operations, CRM, Training and Business development, Quality Assurance, Corporate Sales & Marketing, Campaign management, Product Planning & Management, Trade marketing strategies, Administration, Corporate Communication, Service Operations and Technical solutions for Networks.

### CAREER OBJECTIVE

To work and grow in a professional atmosphere wherein most of my skills will get utilized to the fullest, and help me adapt to the dynamic environment here.

#### Organizational Skills:

Branding &Operation  
People Management  
Budgeting and finance skills  
Problem Solving & Decision Making  
Quality Customer Service & Delivery  
Product Design, Development & Promotion  
Crisis Management  
Call Centre Development (Soft Skill)  
Customer Service  
Key Account Management  
Retail Sales & Marketing and E-Commerce  
Contact Centre Tools and IVR Management  
Logistic Operations  
Competitive Analysis  
Strategic Planning  
Corporate Communications  
Business Process Improvement  
Pricing, Sales Planning  
Financial Planning &Strategy  
Social Media Marketing & Google Analytics

#### Technical Skills:

Digital Marketing, SEO, Back linking and Content Writing, Media, PR & Stakeholder Management  
CRM Tools –Pipedrive, Hubstaff, Salesforce, Zoho,Scoro

Proficient knowledge on mobile communications and principles of GSM/CDMA/WCDMA/LTE products, signalling flow and protocols, electromagnetic theory, radio transmission, antenna system, and so on.

#### Exam Preparation Course Completed on:

PMP, Prince2, Agile, Scrum, CISCO and CCNA

#### Have Knowledge in:

Web Technologies: HTML5, CSS, Bootstrap4, JavaScript, JSON, AJAX, PHP

Web Programming:

ASP.NETC#, Python, C, C++,

Web Frameworks:

JQuery, Angular, Google Web Toolkit

Database: MSSQL, Oracle, PL/SQL server, ASP.Net

### Professional Proficiencies

12 Years worked in Telecommunications

2+ Years worked as a Project Manager

1+ Year worked as SMM and Content Writer

Experienced with great working information in utilizing CRM framework, ability to impact and effectively lead in a relentless situation Dynamic manufacturer of associations with key clients and activities. Highly skilled in enterprising soul and vision in coordinating, business capacities which will help an organization in keeping up associations with customers, improving assistance, guaranteeing maintainability, and meeting a business objective.

### CERTIFICATIONS:

Leadership Certificate in Managerial Communication (LCMC), IBA, DU (2015), DHAKA, BANGLADEH.

Completed full preparation courses of Process Improvement and Statistical Part -Lean Six Sigma and Project-management-Professional.

## Work Experience

### ChefOnline, Project of Amber IT



Head Office: House #02 Road # 09, Block #G Banani, Dhaka 1216, Workstation: Navana Tower, Level-07/21-B

#### Specialist, Brand, product growth, Digital Marketing & Creative Content Writing

##### 2019-10 to Present

- Generate monthly, weekly and daily media plans for Digital Marketing activities, monthly content planning. Have understanding on SEO work processes and implement contextual content accordingly. Assess characteristics of products or services to be promoted and advise on the advertising needs of an establishment. Work collaboratively with team and other departments to ensure performance. Create any internal communication materials like emails, notice, signatures etc. Create Social Media post banners in proper dimensions and text. On-Page and Off-page SEO contents: H1, H2, Meta Description etc. and back linking like Blogging, Web2.0, and Social Bookmarking etc.
- Develop and execute the company's business strategies in order to attain the goals of the board and shareholders. Analyze problematic situations and occurrences and provide solutions to ensure company growth. Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations. Oversee the company's financial performance, & investments
- Monitor, document and analyze resource management activities relating to a programmed and communicate relevant information. Manage programmed budget and expenditure and identifies / authorizes actions relating to project finances.
- Ensures business plans are aligned with brand business strategies and work closely with ChefOnline Sales and Marketing team to develop revenue-generating strategies
- Communicate and maintain relationships with shareholders, business partners and authorities in an ethical manner and maintain an effective workforce by leading and supervising the executive management team. Provide guidance and motivation to achieve excellence. Write content based on Keywords. Research, write, and edit contents for SMS drips, blogs and case studies. Writing, reviewing, editing, proofreading, moderating and monitoring content for company's social media activities .Plan, research, write and edit SEO friendly content for clients' and company's web properties. Have understanding on SEO work processes and implement contextual content accordingly
- Ensures consistent standards of stakeholder communication and customer service via online channels. Ensure the customer/client needs for IT/technology services and products are addressed.



Office: House #178/180 (2nd Floor, 3-B) Road # 2, Mirpur DOHS, Dhaka 1216

#### Manager, Digital Marketing, Product, Communication & Compliance

##### 2019-01 to 2019-09

- Collaborate with development & digital marketing team to discuss, analyse, or resolve usability issues. Develop or document style guidelines for website & digital marketing content. Explores new business opportunities and develops business plans designed to maximize property profitability and market share with customer satisfaction
- Develop or implement procedures for ongoing website revision. Test backup or recovery plans regularly and resolve any problems. Recommend website improvements, and develop budgets to support recommendations. Implement updates and upgrades in a timely manner to limit loss of service.
- Identify, standardize, and communicate levels of access and security. Inform web site users of problems, problem resolutions or application changes and updates. Provide training or technical assistance in website implementation or use. Perform user testing or usage analyses to determine websites' effectiveness or usability.
- Maintaining of existing clientele & developing new clients. Presentation to client about capabilities of organization. Attending the pre bid meeting. Attending the post bid meetings i.e. Technical Discussion, Commercial Discussion and negotiations. Work Plan and Project Schedule and Submission of Technical Proposal. Preparation of Project Budget and Commercial Proposal.
- Ensures Strategy for Product Market pricing & negotiation.



## SRG Asia Pacific SDN.BHD

Pioneered BPO in Malaysia

Serving Client **Maxis Telecommunication SDN.BHD**

*Suite 1B-3A, Level 3A, Block 1B, Plaza Central 5, 50470 Kuala Lumpur, Malaysia*

**Manager, Inbound Contact Centre (Client Management and Communication)**

**2017-06 to 2019-02**

**Scope of Work:** Inbound Contact Centre, Product Management & Marketing Division, Commercial.

- Developing a solid and trusting relationship between major key clients and company. Resolving key client issues and complaints by developing a complete understanding of key account needs .Anticipating key account changes and improvements
- Communicates company goals, safety practices, and deadlines to team. Motivates team members and assesses performance.
- Support management, including hiring and training, and keeps management updated on team performance. Communicates concerns and policies among management and team members. Conducts team meetings to update members on best practices and continuing expectations.
- Determines customers' needs and desires by specifying the research needed to obtain market information. Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products. Provides source data for product line communications by defining product marketing communication objectives.
- Ensure that agents provide quality service in line with organizational objective. Verifies results by measuring skills in use of scripts, product knowledge, sales and service ability, greeting, diction, listening, etiquette, objection handling, efficiency, and courteous close of call. Provides feedback monitoring calls; monitoring feedback for external vendor programs; conducting monthly help sessions.
- Providing quality ratings; identifying training needs; developing training programs; conducting training. Directs quality initiatives by requiring adherence to quality assurance policies and procedures; developing new models; implementing changes .Contributes to team effort by accomplishing related results as needed
- Develop and execute the company's business strategies in order to attain the goals of the board and shareholders. Analyze problematic situations and occurrences and provide solutions to ensure company growth. Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations. Oversee the company's financial performance, & investments. Communicate and maintain relationships with shareholders, business partners and authorities in an ethical manner maintain an effective workforce by leading and supervising the executive management team. Provide guidance and motivation to
- Achieve excellence.

KPIs	Expanded KPIs
Increase NPS. Increase monthly users to 3400 Increase the average number of sessions per user to 10 per month Reduce no. of ticket escalations to less than 20 a month Number of complaints per month Cost per call Time to first call response Average time to problem resolution Time to complete problem resolution. Call length. Volume of calls handled Number of escalations Customer ratings of service Number of customer complaints	Average time to last follow-up (sales) Average customer life time value Customer attrition rate Average customer retention period Post sales per unit sold Survey ratings Up sell revenues Average profit per customer



## **NSNLogisticsSDN.BHD**

*WangsaMaju, Kuala Lumpur, Malaysia*

### **Project Manager, Information and Data Service Technology 2016-08 to 2017-05**

- Ensuring proper support, co-operation and co-ordinations to internal divisions/departments in order to achieve business objective with compliance.
- Conduct Information Systems Audit, Inspection and Pre- audit As per Yearly Audit plan.
- Providing support and responding to feedback testing and modifying systems to ensure that they operate reliably fault finding and fixing. Developing and working with ERP Suite, is a single-platform cloud based software for Third Party Logistics, Freight forwarders and Parcel/ Courier service providers seeking a high performance logistics software Transport Management solution (TMS) .
- Covering order processing, planning (routing, scheduling, optimization etc.), and execution, fleet management complemented with freight billing and settlement across Transportation needs. Warehouse Management System (WMS) parcel / courier service
- Ensure proactive log & follow up of recurrent and major issues and escalate to subject matter expert group for root cause analysis and permanent resolution. Provide client level investigation reports to subject matter expert team for major and recurrent issues. Perform project leadership tasks on physical and virtualization environments projects; Direct daily operations of IT Systems department, analyse workflow, establish priorities, developing standards and setting deadlines; Identify potential areas for improvement.
- Report the progress of the project to the direct manager and the concerned stakeholder. Perform periodic performance reporting and capacity planning, prepare draft report, conduct exit meeting and finalize audit report.

#### **Additional responsibilities:**

- Liaise and negotiate with suppliers, manufacturers, retailers and consumers. Keep track of quality, quantity, stock levels, delivery times, transport costs and efficiency
- Arrange warehouse, catalog goods, plan routes and process shipments
- Resolve any arising problems or complaints

#### **KPI**

- Improve Customer Experience. Reducing operational cost and Increase Company Network availability and UP time.
- Improve productivity and performance Management of Team players.
- Assisting in negotiating new rates with truck/air freight carriers across all phases of purchasing and shipping; processing all freight bills and maintaining detailed records. Reduce Operational cost.

## **Ace Algotech Solutions SDN.BHD**

*Unit 7.03, Level 7, MenaraTrend, Intan Millennium Square,6 MenaraJalanBataiLaut 41300 Klang.*



### **Project Manager- Training, Product and Business Development**

**2016-06 to 2016-08**

- Identify training and development needs within an organization through job analysis, appraisal schemes and regular consultation with business managers and human resources departments.
- Design and develop user interface to intranet applications. Amend and revise programmers as necessary, in order to adapt to changes occurring in the work environment help Line managers and trainers solve specific training problems, either on a one-to-one basis or in groups.
- Keep up to date with developments in training by reading relevant journals, going to meetings and attending relevant courses have an understanding of e-learning techniques, and where relevant, be involved in the creation and/or delivery of e-learning packages Reviewing current systems

#### **KPI:**

- Designing and applying appropriate project management standards for incorporation in the company review process. Managing the production of the required deliverables. Planning and monitoring overall progress and use of resources, initiating corrective action where necessary and liaison with appointed project assurance representatives to assure the overall direction and integrity of the project and maintaining an awareness of potential interdependencies with other projects and their impact adopting and applying appropriate technical and Quality strategies and standards.
- Identifying and obtaining support and advice required for the management, planning and control of the project .Managing project administration. Conducting a project evaluation review to assess how well the project was managed. Preparing any follow-on action recommendations required and managing project risk.



grameenphone

## **Grameenphone, Telenor Group Norway (ID: 713016)**

**April 2006 to June 2016**

**Senior System Engineer**

**Department: Service Operations, Division: Technology**

**2016-02 to 2016-06**

- Analyse, identify and disseminating all type of networks (GSM) related Customers'
- Problems like Access (Poor voice, Poor Network, Indoor signal) Data and Core & IN.
- Provide first level support to resolve complex technical customer problems.
- Escalate to second level or planning with proper findings/root cause through trouble ticketing system.
- Ensure network faults and customer faults are resolved well within agreed Service level agreement.
- Worked with cross-functional team including Design, Business Development and Project.
- Maintain SLA and Aging Target of projects and Network Complaints

**Senior Executive, Specialized Team, (Edge-Internet product & Customer Experience)**

**Department: Inbound Contact Centre, Division: Commercial**

**2011-01 to 2016-01**

- Ensure optimum Customer Service for end-customers and channel partners. Respond to Customer queries & complaints and reflect on the insights using appropriate communication methods & tools. Maintain company code of conducts, etiquette and appropriate behaviour and uphold company image. Ensure positive Customer Experience at every interaction
- Solving issues in regards to Internet availability, slow speed, International Roaming network and charging, Modem establishment and Device and Handset setup. Capture client experiences, development and heighten basic issues/grumbings and give convenient input to guarantee consumer loyalty.
- Resolved problems regarding Internet connectivity, slow speed, International Roaming connectivity & billing, Modem installation, Device & handset configuration
- Set design requirements based on information from internal teams and user research. Identify new product improvement opportunities.
- Analyze how a new product satisfies market needs and consumer preferences. Stay up to date on current industry trends and market conditions.
- Coordinate with other design team members to ensure consistent and accurate communication. Modify and revise existing designs to meet changing customer preferences. Work closely with product engineers to suggest improvements for products and processes.

**Senior Executive, Inbound Contact Centre, Customer Experience and Service Division**

**2009-01 to 2010-12**

- Capture customer insights, follow-up and escalate critical issues / complaints and provide timely feedback to ensure customer satisfaction provide them with an exceptional customer experience.
- Act as the "Voice of the Customer" and work with pioneers in our Customer Care association and different divisions to create, develop and advance a Voice of the Customer program. The objective is to guarantee noteworthy bits of knowledge are conveyed back to the business and client input is followed up on in an auspicious way.
- Help oversee organization NPS and other value-based client input programs, including triaging client criticism inside and guaranteeing the shut circle process is executed suitably. Design and measure specially appointed reviews, surveys, centre gatherings and other criticism assortment techniques to catch client input on focused thoughts and openings.
- Lead and take part in cross-utilitarian activities to speak to the voice of the client over the association, including driving critical thinking, process improvement and CX venture mapping meetings.
- Support creation and execution of CX preparing content, including CX introductions to both client confronting and interior help representatives.

**Officer, Work Force Management, Training and Development**

**2008-01 to 2009-12**

- Being a support of running and managing the call centre daily and monitor service level. Set targets for all other call centre agents to meet up with. Schedule and organize shift patterns for other team members to ensure that customers are never left unattended to understand all organization's products, services, procedures and guidelines and communicate it to all team members. Monitor all calls to ensure that due procedures and quality standards are strictly adhered to. Communicates concerns and policies among management and team members. Conducts team meetings to update members on best practices and continuing expectations.
- Provide quality customer service, including interacting with customers, answering customer enquiries, and effectively handling customer complaints
- Recognize and celebrate team and team member accomplishments and exceptional performance to increase team motivation.
- Lead the internal audit for ISO 9001:2015 surveillance and minutes taker of management review meeting and assist in documentation and presentation.

**Customer Manager, Grameenphone Service Desk Support Centre, Inbound Contact Centre, Commercial**  
**2006-04 to 2008-12**

- Provide one-stop quality Customer Service to ensure positive customer experiences. Proactively aware/inform customers regarding GP products/service
- Sale through inbound and outbound contacts
- Capture customer insights and escalate critical issues / complaints and provide timely feedback
- Maintain targeted KPI on a regular basis
- Serve customers with helping attitude to play a significant role in customer satisfaction, retention and acquisition to enhance brand image.



**Data Edge Bangladesh- (Internship)**

**Jan 2005 to Nov 2005**

**System Support** in Core banking solutions, Work closely as a BPO with NCC Bank, Bangladesh Limited.

- Standardization of process by using "I-flex solutions" and Day to day SWIFT Application Support, Case/Issue Management
- Had to Made instant conversations through chat in online to minimize errors occurred during Transaction of business from any branch, ATM, that offers anytime anywhere banking facility.
- Monitoring and Alert Management.



*Worked with Market Access Limited, a leading job providing Group in Banani, Dhaka.*

**Dec 2003, Jan 2004, DITF (Dhaka Intl Trade Fair)**

**Facilitator (Part Time)**

- Performing all aspects of logistical coordination and Customer Service including equipment tracking, material acquisition, schedules, forecasts, and overall operational logistics .
- Training new hires on Frontier operation and inventory control processes

**Selected Accomplishments & Achievements:** Earned commendations from client executives for communication deliverable that targeted desired audiences and articulated the value of products and services. Improved customer service satisfaction 10% annually through working with different stakeholders and campaign management team to resolve the critics within least resolution schedule, maintain highest retention, and win back efforts for distracted users. Meeting sales targets for new product lines as part of the standard. All product concepts meet relevant regulations and trading standards. I have been a core support to a wide range of internal and external stakeholders- Understanding their concerns, going to extra mile to ensure their satisfaction.

## **Extra-Curricular Activities:**

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### **Thesis:**

Submitted Thesis Paper for Performance Analysis of Voice Data Integrated Cellular Network under Dual Threshold Bandwidth Scheme which Supervised by Mr. Imdadul Islam  
(Associate Professor OF Electronic & Computer Science DEPT. Jahangir Nagar University, Savar, Dhaka)

### **Educational Vitality:**

Ahsanullah University of Science & Technology, Dhaka  
Bachelor of Science in Computer Science & Engineering  
CGPA-2.616  
Year-2005

Government Science College, Dhaka  
Higher Secondary School Certificate  
Major- Science  
First Division  
Year-1998

Mirpur Bangla High School & College, Dhaka  
Secondary School Certificate  
Major-Science  
First Division  
Year-1995

## ● Professional Training & Workshops:

Training Title	Topic	Institute	Country	Location	Year	Duration
Project & Portfolio Management, Digital Marketing, Web Development, Android App Development, Business Intelligence (Artificial)	Focusing upon various Strategic Traits, Project Management, six sigma, Digital communication and Programming	Maxis Telecommunication Malaysia	Malaysia	Kualalampur	2017	180 days
Strategic & People Management	Business analysis, Involving resources, growth and Portfolio theory, WFM	Grameenphone Telenor Group, Norway Telenor ID-713016	Bangladesh	Dhaka	2010	30 days
Communication & Business skill	Effective Business Communication skills		Bangladesh	Dhaka	2008	30 days
Quality customer Service & Team building Management	Focusing upon Essential CS Skill		Bangladesh	Dhaka	2006	30 days
Leadership Certificate in Managerial Communication (LCMC)	Managerial Communication	University of Dhaka, IBA	Bangladesh	Dhaka	2015	90 Days
Strive Towards Excellence Program	Leadership & Motivation	BRAC CDM	Bangladesh	Savar, Dhaka	2015	7 Days

## Details of Referee:

### **N. Mahmudun Nabi**

Lead Manager  
TCM Network Group,  
Head of Technology Complaint Management (TCM),  
Service Operations, Technology.  
Grameenphone, Telenor Group, Norway  
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### **Md. Tanvir Hasan Khan**

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### **Sami Islam**

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Commercial Division  
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### **Mr. Enamul Haque**

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### **Mainul Hasan Rumen**

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