

## S. M. Benzir Ahmed Shaon

Phone: +88 01911 449242

E-mail: friendshaon@yahoo.com

Location: Azimpur, Dhaka, Bangladesh

Web: jobcv.shaon84.com



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## Welcome...

welcome to CV page for answers of "most frequently asked questions" to ME

### I am...

S. M. Benzir Ahmed (other name: Benzir Shaon) is an MBA in Marketing from American International University - Bangladesh and BBA in Marketing from East West University (Dhaka). More in Short Bio.

### Current Status

Looking for Full Time Marketing or Marketing related job.

### I'm Looking for...

- Job Offer
- Consultancy
- Business Opportunity
- Academic Research
- Social Service
- Anything or Everything

### Career Objective

Play significant role in organizational development through assigned work driven by prior experience, knowledge, motivation and innovation.

### Interested About

Research, Social Media, Marketing, E-Business, Brand, Promotion

### Pastime

Web Designing, Photography, Film/Ad Making, Writing, Podcasting, Social Work

### I Believe, I Think...

- Honesty is the BEST policy
- Always plan at least Plan B, after Plan A
- Business is not a charity, but it is a service to people
- Everything possible
- The drive of being special will drive you to be special. Be special with honesty

## Personality

Honest, Dynamic, Leadership Ability, Self Motivated & Keen to Learn, Team Player, Positive Mindset, Ability of Constructive Criticism & Critical Thinking, Fun Loving, Communicative, Friendly & Accessible Personality

## CV Summary/Key Words

BBA (East West University) & MBA (American International University - Bangladesh) degree in Marketing, Planning & Management Skill, Process Innovator, Honest, Self Motivated, Smooth Presentation Skill, Proficient in Computing with Number of Software Packages

## SHAON84 is...

The website SHAON84 is his creative showcase, designed and maintained by him.

## Short Bio

a quick biography

S. M. Benzir Ahmed (other name: Benzir Shaon) is an MBA in Marketing from American International University - Bangladesh and BBA in Marketing from East West University (Dhaka). As a workaholic lifetime 'student', he loves to live with, Marketing, E-Business, E-Marketing, Online Media, Technology, Web Designing, Business Research, Entrepreneurship, Creativity, Art & Design, Social Initiative, Change Movement, Leadership, Media & Advertisement, Social Media, Idea, Dream and so many things kept unlisted. During his academic life, he was engaged in several social, cultural and voluntary organizations and still engaged with different social & voluntary works. As always being inspired by great people and great works, he always loves to dream big and keep chasing them.

His website SHAON84.com describes some of his diversified works. He is a regular service holder.

## Education

academic qualification in detail

### Master of Business Administration (MBA)

Concentration: Marketing

Institution: American International University - Bangladesh (AIUB), Dhaka

Marketing Major Courses: Consumer Behaviour, Distribution Management & Retail Marketing, Global Marketing, Strategic Marketing

Some Other Courses (Regular): Strategic Management, Research Methodology, Managing Operations & Quality, Business Law & CSR.

Full course list: [http://www.shaon84.com/mbaeducation/finished\\_courses.html](http://www.shaon84.com/mbaeducation/finished_courses.html)

Notable Academic Assignments

(See full assignment set: <http://www.shaon84.com/mbaeducation/downloads.html>)

# Promotion of Bangladeshi Business Consultancy Firms Using Facebook (MBA)

# Promotion of Bangladeshi Web Designing Firms Using Facebook (MBA)

Life as Graduate Student: Launched assignment sharing website SHAON84 mbaEducation for helping fellow students.

## **Bachelor of Business Administration (BBA)**

Concentration: Marketing (Minor: MIS)

Institution: East West University (EWU), Dhaka

Marketing Major Courses: Consumer Behavior, Marketing Research, Brand Management, Integrated Marketing Communication, Sales Management, Service Marketing, International Business (as Regular Course)

MIS Courses: Enterprise Information System, E-Commerce & Web Programming, Structural Programming, Relational Database Management System

Some Other Courses: Concepts of Media & Journalism Studies (Gen), Introduction to Psychology (Gen), Computer Programming (Gen).

Full course list: <http://www.shaon84.com/ewueducation/finishedcourses.htm>

Notable Academic Assignments

(See full assignment set: <http://www.shaon84.com/ewueducation/allassignment.htm>)

# Possibility of Promoting Products through Facebook (BBA Project, Bangladesh Context)

# Technology Use of Bangladeshi SME's on Sales Activity, Focus to IT Goods Selling SME's

# Consumer Behavior Study on Nokia

# Brand Assignment on Nabisco

Life as Under-graduate Student: Launched 2 websites.

1. Assignment sharing website SHAON84 EWUeducation for helping fellow students.

2. Students' portal 'amaderEWU' (site activity postponed) with the online publication 'amaderStory'

More stories of this time in *Extracurricular Activities*

## **Higher Secondary Certificate (HSC)**

Concentration: Business Studies

Institution: Dhaka City College, Dhaka

Concentration Courses: Accounting, Principle of Business

Some Other Courses: Statistics, Computer Studies

## **Secondary School Certificate (SSC)**

Concentration: Business Studies

Institution: Bir Shreshtha Noor Mohammad Rifles Public School & College, Dhaka

Concentration Courses: Accounting, Introduction to Business, Commercial Geography

Some Other Courses: Computer Studies

## **Online Certifications & Workshops**

Power Searching with Google

Google's Online Certification Course for Efficient Searching, from 10 - 23 July 2012

Drama Workshop

Attended some drama workshops at East West University, Dhaka

# Work Experience

previous and current jobs excluding social & voluntary works

## **Center for Development & Competitive Strategies (CDCS), Dhaka**

About the Company: CDCS is a Bangladesh based business consulting and research organization

Duration: January 2012 – April 2012

Designation: Program Assistant (Intern)

Job Detail: Research related activities including, support in research design, questionnaire making, active participation in field data collection, data entry, analysis, report writing, preparing presentation

## **Unique Professional Development Academy for Training & Education (UPDATE)**

About the Company: UPDATE is a learning center, a concern of Unique Group

Duration: June 2010 – July 2010

Designation: English Teacher, Language Division

Job Detail: Teaching, preparing material, prepare examination questions and evaluate scripts

## **SHAON84**

About the Company: SHAON84 is a non-earning virtual personal creative showcase hosted in [www.shaon84.com](http://www.shaon84.com)

Duration: April 2003 – Present

Designation: SHAON84 Chief

Job Detail: Plan, create, promote & all related activities of the world's one of the biggest red-branded self maintained personal website

Other mentionable independent SHAON84 projects:

- SHAON84 mbaEducation: Personal Education Portal for Graduates

<<http://www.mbaeducation.shaon84.com>>

- SHAON84 EWUeducation: Personal Education Portal for Undergraduates

<<http://www.ewueducation.shaon84.com>>

# Other Expertise

other skills apart from regular academic degree

## **Language**

**Bangla:** Reading: Class 1 | Writing: Class 1 | Listening: Class 1 | Speaking: Class 1 | Presentation: Class 1

**English:** Reading: Class 1 | Writing: Class 1 | Listening: Class 1 | Speaking: Class 1 | Presentation: Class 1

**Certified English Proficiency:** IELTS Test Score 6.5 (7 November 2009)

IELTS Score Detail: Speaking: 7.5, Listening 7.0, Reading: 6.5, Writing: 5.5

## **Computing**

### **Operating System**

MS-DOS, MS Windows (98, ME, XP, Windows 7)

### **Software Skill**

Office Package: MS-Office (MS-Word, MS-Excel, MS-Power Point)

Research Tool: SPSS, MS-Excel

Web Making: Macromedia Dreamweaver, HTML

Graphics & Animation: SWiSH (Flash Software), Photoshop, ACD See (Photo Editing Tool), Windows Movie Maker

## **Extracurricular Activities**

out-syllabus works, social services and other works

### **Social Work**

East West University English Conversation Club, Dhaka

Duration: 2008-2009, involved Since 2004

Designation: President

Organization & Job Detail: Lead the team. EWUECC works for developing English conversation skill of EWUans

Shuchona, Dhaka

Duration: 2009 – June 2012, involved since September 2002

Designation: Joint Secretary

(a socio-cultural organization), Dhaka

Organization & Job Detail: Worked voluntary basis. Shuchona is a non-profit socio-cultural organization.

Bangladesh Council for Children Welfare (BCCW), Topkhana Road, Dhaka

Designation: Councilor (Past)

Organization & Job Detail: Founded in 1957, BCCW is a union of children organizations of Bangladesh.

Urban Community Development, Project 5 (UCD, P-5)

Designation: Councilor (Past)

Organization & Job Detail: Headquartered in Azimpur, Dhaka, UCD, P-5 is a government initiative under Ministry of Social Welfare. It is a government project to ensure better coordination between social workers in Dhaka city.

Bangladesh Book Club, Dhaka

Designation: Life Time Member

Organization & Job Detail: Founded in early 80's, Bangladesh Book Club is an organization works for building reading and writing habits of commons.

## **Awards**

- Awarded Certificate of Appreciation as Leaving President of EWU English Conversation Club for outstanding performance (2009)
- Anchoring Prize by EWU Debating Club in Inter Department Debating Championship 2006 (2006)
- Awarded in Book Reading Competition by Bisshashahitta Kendro (2002)

## **Some Event Participation**

- TEDxDhaka, 22 September 2012  
Participation: Intern/Volunteer  
15 September 2012 - Present
- East West University Inter-University Programming Contest 2006  
Participation: Volunteer  
28-29 July 2006
- Tareq Masud Master's Class Series  
Participation: Attendee  
16 January 2012
- Dr. Kotler with Young Marketers - Inspiring the Future Minds  
Participation: Student Participant from AIUB  
8 June 2011
- Digital Marketing Summit 2012, Dhaka  
Participation: Attendee  
31 March 2012

## **Speaking**

Conducted one workshop at East West University, Dhaka on "How Interestingly Can You Introduce Yourself"

4 November 2008

Details: An in house workshop for EWU students arranged by EWU Conversation Club

## **Debating**

Involved with EWU Debating Club during university life and participated in number of Bangla and English debate inside and outside East West University.

## Stage Drama

Remarkable shows,

- Drama: Rokte Vega Bangla  
Team: Shuchona
  - First Show: 18 June 2004, Bangladesh Council For Child Welfare Auditorium
  - Second Show: 25 July 2006, Ziaur Rahman Auditorium (Bangladesh Shishu Academy)  
Details: [http://www.shaon84.com/personal/mediafocus\\_stage\\_rvb.htm](http://www.shaon84.com/personal/mediafocus_stage_rvb.htm)
- Drama: Gao Garamer Kissa  
Team: East West University Poetry & Drama Club (EPDC)
  - First Show: 18 March 2006, Osmani Memorial Auditorium, Dhaka
  - Second Show: 1 July 2007, East West University Auditorium, Mohakhali, Dhaka
  - Third Show: 6 July 2007, Mahila Shamity Hall , Baily Road, Dhaka  
Details: [http://www.shaon84.com/personal/mediafocus\\_stage\\_ggk.htm](http://www.shaon84.com/personal/mediafocus_stage_ggk.htm)
- East West University Asian University Debating Championship 2009 Opening Ceremony  
Team: East West University Poetry & Drama Club (EPDC)

## Anchoring

- Anchored in different events in East West University as member of EWU English Conversation Club.
- Also anchored in different stage shows and events in Dhaka, including but not limited to: National Public Library Auditoriums (2 halls), Shishu Academy Auditorium and Motiur Stage, National Martyr Monument etc.

## Causes I Care About

- Civil Rights and Social Action
- Education
- Environment
- Human Rights
- Politics
- Science and Technology
- Social Services
- Youth Development

# Passion

crazy about...

## Learn & Teach

Love to learn and share them by teaching

## Think & Express

Love to think, and spread. Text, art, picture, film, voice; by anyway, through any channel.

## Business

Business, Business Development, Business Support Works, Consultancy, E-Business, CSR

## Tech Works

Web designing, tech teaching

## Research

Marketing and Business Research

## Marketing

Marketing Research, E-Marketing, Internet Marketing, E-Branding, Brand Development/Planning, Integrated Marketing Communication (IMC, Promotion), Ethical Marketing, Strategic Marketing

# Research

some of academic and business research works

## Academic - MBA

# Promotion of Bangladeshi Business Consultancy Firms Using Facebook (MBA Internship Study)

# Promotion of Bangladeshi Web Designing Firms Using Facebook

Find more studies during MBA including the stated works here:

<http://www.shaon84.com/mbaeducation/downloads.html>

## Academic - BBA

# Possibility of Promoting Products through Facebook (BBA Project, Bangladesh Context)

# Technology Use of Bangladeshi SME's on Sales Activity, Focus to IT Goods Selling SME's

# Consumer Behavior Study on Nokia

Find more studies during MBA including the stated works here:

<http://www.shaon84.com/ewueducation/allassignment.htm>



## Reporting Works - SHAON84

- SHAON Annual Report 2009  
Details: For the website 'SHAON84' (former 'SHAON'), first annual report in the world for a personal website  
Area: All task. Get the report: [http://www.shaon84.com/about/annual\\_report.html](http://www.shaon84.com/about/annual_report.html)
- SHAON Annual Report 2008  
Details: For the website 'SHAON84' (former 'SHAON'), first annual report in the world for a personal website  
Area: All task. Get the report: [http://www.shaon84.com/about/annual\\_report.html](http://www.shaon84.com/about/annual_report.html)
- SHAON Annual Report 2007  
Details: For the website 'SHAON84' (former 'SHAON'), first annual report in the world for a personal website  
Area: All task. Get the report: [http://www.shaon84.com/about/annual\\_report.html](http://www.shaon84.com/about/annual_report.html)

## Showcase

it's showtime

### Film

Film Page: <http://www.shaon84.com/pic/film.htm>

Films

Step Ahead for Population Problem (2008):

[http://www.shaon84.com/pic/film\\_step\\_ahed\\_for\\_population\\_problem.htm](http://www.shaon84.com/pic/film_step_ahed_for_population_problem.htm)

Nabisco Utshob (2008): [http://www.shaon84.com/pic/film\\_nabisco\\_utshob.htm](http://www.shaon84.com/pic/film_nabisco_utshob.htm)

71's 25: From Village to City (2005): [http://www.shaon84.com/pic/film\\_71s25.htm](http://www.shaon84.com/pic/film_71s25.htm)

### Photography

Photography Page (Last Update: 2004): <http://www.shaon84.com/pic/photography.htm>

### Write-up

Home of Write-up: <http://www.shaon84.com/pennpaper/index.htm>

### Academic Work - BBA

BBA Assignments: <http://www.shaon84.com/ewueducation/allassignment.htm>

### Academic Work - MBA

MBA Assignments: <http://www.shaon84.com/mbaeducation/downloads.html>

### Stage Works

List & Details of Stage Works: <http://www.shaon84.com/personal/mediafocus.htm>

## **Web Designing**

Few samples...

Different sections of SHAON84 (the term 'SHAON84' omitted):

Home Page: <http://www.shaon84.com>

Pic: <http://www.shaon84.com/pic>

PenNPaper: <http://www.shaon84.com/pennpaper>

Personal: <http://www.shaon84.com/personal>

InfoTech: <http://www.shaon84.com/infotech>

About: <http://www.shaon84.com/about>

Xtra: <http://www.xtra.shaon84.com>

SCiNA: <http://www.shaon84.com/scina>

Curriculum Vitae: <http://www.jobcv.shaon84.com>

EWUeducation: <http://www.ewueducation.shaon84.com>

mbaEducation: <http://www.mbaeducation.shaon84.com>

## **Publication**

Some publications from SHAON84:

<http://www.shaon84.com/pennpaper/publishinghome.htm>

SHAON84  
personal  
curriculum  
vitae



## About The Page

*background of this page*

The Personal Curriculum Vitae Page

SHAON84 Personal Curriculum Vitae is a sub-segment of 'SHAON84 Personal' under main brand SHAON84. This page is for corporate persons, entrepreneurs, employeers, university officials, professors/faculties, educators, social workers, scholars and other relevant persons & bodies who need to know about Benzir Shaon for relevant work purposes.

This is the first and only page of SHAON84 which is exempted from having compulsory update show-up in SHAON84 home page. Please visit this page and keep checking "Update Log" regularly for latest updates of this sub-segment, SHAON84 Personal Curriculum Vitae.

## Last Update

1 November 2012

## Missing Values

*Some information kept private just for privacy. If you need them, drop a request.*

Passing year of academic degrees -

CGPA -

Full mailing address -

Parents' Names -

## Contact

*get in touch*

**Phone:** +88 01911 449242

**E-mail:** friendshaon@yahoo.com

**CV Website:** jobcv.shaon84.com

**Website:** shaon84.com

**Location:** Azimpur, Dhaka, Bangladesh

### Virtual Meeting (On demand)

**Skype:** friendshaon

**Google Talk:** shaon8484@gmail.com

**Yahoo:** friendshaon@yahoo.com

### Connect with Professional Networks

**LinkedIn:** <http://bd.linkedin.com/in/shaon84>

**Academia:** <http://independent.academia.edu/shaon84>

**TED:** <http://www.ted.com/profiles/1410754>