

MAINUDDIN HASSAN

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CAREER SUMMARY

Experienced administrative professional with expertise in customer support, team management, administrative support, and campaign execution. Proficient in Salesforce, Tableau, Adobe Creative Suite, and MS Office Tools. Proven track record in developing and executing successful projects, increasing sales and growth, and building high-performance teams. Pursuing Master of Applied Psychology degree in Vancouver, BC, Canada. Fluent in English, Bengali, Urdu, and Hindi.

PROFESSIONAL EXPERIENCES

Stevens & Associates Immigration Services Inc., Vancouver, British Columbia

September 2023 – Till Date

Administrative Assistant

- Responsible for marketing campaign planning and execution, creating marketing materials, managing digital marketing initiatives, designing, and developing websites, executing email marketing campaigns and day to day email communications, and handling general administrative tasks.

Aramark Vancouver - Nat Bailey Stadium, Vancouver, British Columbia

March 2023 – July 2023

General Kitchen Help

- Assisting in food preparation and kitchen organization, following food safety guidelines, and performing various kitchen tasks to support the efficient operation of the kitchen.

Asia Pacific Communication Limited (APCL), Dhaka, Bangladesh

February 2021 – July 2022

Assistant Manager

- Successfully led marketing teams and efforts while contributing to business expansion through effective team building, strategic campaigns, and growth initiatives, including managing social media presence and optimizing web content for online visibility while providing administrative support such as scheduling, email management, and data entry, meeting coordination, meeting minutes and cross-functional communication.

foodpanda Bangladesh Limited, Dhaka, Bangladesh

March 2018 – January 2021

Content Team Lead (Assistant Manager/Office Administrator)

- Managed teams consisting of up to 150 personnel and operations using advanced tools such as Salesforce and Tableau to produce reports and execute strategic initiatives for business growth.

- Successfully launched new business verticals and technology, such as Pandamart, and fostered a friendly yet professional team environment.
- Provided administrative support such as scheduling, email management, and data entry, meeting coordination, taking meeting minutes to ensure efficient operations and cross-functional communication within the team.
- Developed and executed strategic marketing campaigns resulting in increased customer engagement and sales growth.

Rubik's Cube Communications, Dhaka, Bangladesh

June 2016 – September 2017

Digital Marketing Executive

- Successfully provided expert social media assistance to clients by executing targeted campaigns, utilizing various tactics, and employing advanced marketing techniques to optimize their online presence and achieve marketing objectives.

EDUCATION

Adler University, Vancouver, Canada

September 2023 – August 2025 (Expected)

Master of Applied Psychology

BRAC University, Dhaka, Bangladesh

September 2012 – March 2018

***Bachelor of Business Administration* in Marketing and E-Business**

HIGHLIGHTS

Analytical Tools Microsoft Office, Salesforce, Zendesk, Slack

Visualization Tools PowerPoint, Adobe Illustrator, Adobe Photoshop, Adobe Premier Pro, Adobe Animate, Adobe After Effects

CMS Tools WordPress, Wix, PrestaShop

LANGUAGE

English • Bangla • Hindi • Urdu

INTERESTS

Sustainability • Technology • Culture • Art • Music • Mindfulness