



Raj Kumar Dey *Business Administration*

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☎ (+880) 1674850611

📍 Bangladesh

📅 28/10/1999

♂ Male

🎓 EDUCATION

Macquarie University,
Excel Skills for Business: Essentials

Oracle University ,
Oracle Certified Foundations Associate
09/2025 – 09/2025 | Usa
Certified Ai Foundation Associate

National University, Bangladesh,
Bachelor of Business Administration
(BBA) in Management
06/2018 – 11/2023 | Bangladesh
CGPA: 3.28

National University, Bangladesh,
MBA - Master of Business Administration
03/2024 | Bangladesh
CGPA: 2.94

🧠 SOFT SKILLS:

Communication & Public Speaking

Leadership & Teamwork

Problem Solving & Decision Making

Time Management & Attention to Detail

Creativity & Research

Negotiation & Analytical Skills

🌐 LANGUAGE SKILLS:

English: Excellent Communication and Writing skills in English.

★ PERSONAL QUALITIES:

- Multi-tasker and result oriented
- Quick learner and decision-maker
- Hard and smart worker
- Responsible and obedient
- Excellent communication and interpersonal skills.

Driven to pursue a dynamic career in Business and Management, I leverage a multidisciplinary background in Accounting, Finance, Marketing, HRM, and Operations. With strong foundations in Strategic Management, International Business, and Business Research, I aim to contribute to strategic planning, data-driven decisions, and cross-border operations. My long-term goal is to grow into a leadership role that fosters innovation, sustainability, and global competitiveness.

👛 WORKING EXPERIENCE

Management Trainee – Accounts & Finance, Sony Digital Company

04/2021 – 2023 | Chittagong, Bangladesh

- Assisted in managing financial reports, budgeting, and forecasting.
- Supported the preparation of financial statements and data analysis for decision-making.
- Contributed to strategic planning by analyzing sales data and operational expenses

Collaborated with teams on optimizing accounting processes to improve financial efficiency

🔑 INTERESTS & HOBBIES:

Reading, Writing, Travelling, Social & Cultural Activities, Networking, Entrepreneurship, Thinking about Science.

🏆 EXTRA-CURRICULAR ACTIVITIES AND REWARDS:

Coursera Certificate – Building a Business Presence with Facebook Marketing, Meta

17/02/2025

Coursera Certificate – Investment Risk Management

17/02/2025

Rotary Youth Leadership Awards (RYLA)

Leadership training participant recognized for teamwork and communication skills.

Tabla Performance (4-Year Course), Zila Shilpokola Academy

Completed classical music training from Zila Shilpokola Academy; participated in cultural programs and performances.

Leadership Roles

Demonstrated strong leadership and coordination skills through student groups and youth organizations.

Social Media Management

Managed social media pages for clubs, events, or organizations, developing online presence and marketing strategies.

CORE SKILLS

Business & Strategic Thinking

Business model analysis and development, Entrepreneurial thinking, international business operations, Understanding of International business and economic context.

Finance & Accounting

Financial planning and analysis, financial reporting and management accounting, Budgeting and investment appraisal, Taxation and corporate finance in Bangladesh, Understanding of insurance, risk and banking operations, Investment and portfolio management.

Marketing & Consumer Understanding

Marketing strategy and planning, Market research and analysis, Brand management, Consumer behavior analysis, international marketing, Digital and supply chain-driven marketing.

Management & Leadership

Organizational planning and control, Team-leadership and people management, Understanding of management theories and evolution, Project planning and management.

Economics & Analytical Thinking

Micro and macroeconomic analysis, Economic policy analysis, international trade and global economics, Economic forecasting and modeling

Communication & Business Writing

Business communication in English, Report and proposal writing, Presentation and negotiation skills, Interpersonal and cross-cultural communication.

Quantitative & Research Skills

Business statistics and data interpretation, Business mathematics and financial modeling, Business research methods, Data-driven decision making.

Performance Management

Monitoring and evaluating employee performance, providing feedback, and implementing strategies for improvement.

PROJECT NAME

Market Penetration Strategies for New Product Launch - Master's Project

A study on effective marketing strategies for introducing new products in a highly competitive market, with a focus on digital channels. The project analyzes market research, segmentation, positioning, and promotional tactics to ensure successful market entry and customer acquisition.

Digital Marketing Effectiveness in Consumer Behavior Analysis - Undergraduate Project

This project explores how digital marketing strategies such as social media advertising, email campaigns, and influencer marketing impact consumer behavior. It examines how online content, personalization, and engagement influence consumer decisions, brand loyalty, and purchase intentions. The study involves analyzing data from digital platforms to understand consumer responses, preferences, and trends in the digital buying process.

Strategic Financial Management in E-Commerce - Undergraduate Project

This project focuses on applying strategic financial management practices within e-commerce businesses to enhance profitability and sustainability. It analyzes key areas such as cost control, pricing strategies, cash flow management, and investment planning. The study highlights how digital platforms influence financial decision-making and how effective financial strategies can support growth in a competitive online market.

★ COMPUTER SKILL:

Customer relationship management (CRM) software, Microsoft Office (Word, Excel, PowerPoint), E-mail & Internet Browsing.