

Md. Afzal Sharif Tuhin

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Career Summary

A results-driven professional with over **4 years of experience** in product marketing, agent banking, business development, and educational management. Currently a Digital Ambassador at BRAC Bank PLC, driving digital banking adoption and customer engagement. Former Trainee Product Marketing Officer at The City Bank Ltd., managing agent banking operations and MIS development. Skilled in client relations, data analysis, and strategic planning, with proven leadership in managing teams and enhancing operational efficiency. Holds an MBA in HRM and a BBA in Management, equipped to excel in dynamic and challenging roles.

AREA OF EXPERTISE

Business Development & Relationship Management | Strategic Planning & Sales Tactics | Client Management & Market Expansion | MIS Development & Data Analysis | Loan Management & Disbursement | Customer Support & Issue Resolution | Team Leadership & Training | Stakeholder Engagement & Program Organization | Sales Tracking & Financial Reporting | Guest Relations | Reservations & Promotions | Bank Deposits & Compliance

PROFESSIONAL EXPERIENCE

Digital Ambassador

E-Zone | BRAC Bank PLC | Contractual | Feb 2025 - Ongoing

- Promote and onboard customers to BRAC Bank's digital banking platforms, ensuring smooth adoption of digital services.
- Provide expert guidance on the use of digital products, including mobile banking apps, online portals, and other e-banking solutions.
- Conduct digital literacy sessions for customers to enhance user engagement and awareness of secure banking practices.
- Collaborate with cross-functional teams to identify customer needs and provide feedback for digital service improvements.

Trainee Product Marketing Officer (Agent Banking)

The City Bank Ltd, Chapai Nawabganj | Sep 2021 - Apr 2024

- Oversaw agent banking operations, ensuring full compliance with regulatory requirements & policies.
- Acted as a primary liaison between agents and the bank, resolving issues and transactions.
- Developed and implemented an MIS system to streamline management and enhance communication.
- Provided strategic guidance on cash management and coordinated cross-functional efforts to improve customer service and support accurate loan disbursements.

Manager

Waymark Coaching Center, Rajshahi | 2017 – 2020

- Led a team of educators and administrative staff, overseeing daily operations to ensure a seamless learning experience.
- Spearheaded strategic course development initiatives, enhancing student and satisfaction.
- Implemented feedback-driven improvements that elevated outcomes & operational efficiency.
- Managed stakeholder relationships, including students, parents, and faculty, to foster a collaborative.

Batch Director

Ucchas Coaching Center, Rajshahi | 2015 – 2017

- Directed and supervised academic sessions, ensuring the consistent delivery of quality education.
- Coordinated effectively between teachers and students, aligning academic activities with objectives.
- Developed batch-wise performance evaluation frameworks to track student progress and optimize teaching strategies.

- Organized workshops and mentorship programs to support students' academic and personal growth.

App Monetization & Marketing (ICT Division)

Skill Development for Mobile Games & Applications | 3-Month Program

- Collaborated on app monetization strategies through comprehensive market research and promotional campaigns for mobile gaming applications.
- Analyzed user behavior and market trends to optimize revenue streams and improve engagement.
- Assisted in developing marketing plans that aligned with target audience preferences, enhancing app visibility and profitability.

Computer Operator

Ali Hossain Enterprise, Rajshahi | 1 Year

- Managed data entry processes, ensuring the accuracy and integrity of digital records.
- Handled digital communications and documentation, contributing to operational efficiency.
- Supported administrative tasks, including report generation and system maintenance, to streamline business processes.

EDUCATION

- **Master of Business Administration (EMBA) in Human Resource Management**
Rajshahi University | CGPA: 3.08/4.00 | 2021
- **Bachelor of Business Administration (BBA) in Management**
National University | CGPA: 2.75/4.00 | 2017
- **Higher Secondary Certificate (H.S.C.) in Business Studies**
Rajshahi Govt. City College | GPA: 3.80/5.00 | 2012
- **Secondary School Certificate (S.S.C.) in Business Studies**
River View High School | GPA: 4.50/5.00 | Rajshahi, 2010

PERSONAL INFORMATION

- **Date of Birth:** June 24, 1995
- **National ID:** 6436688920
- **Blood Group:** B+
- **Religion:** Islam
- **Nationality:** Bangladeshi
- **Address:** vill, Uttara Balia, House No – 300, Rajshahi Court – 6201, Ps:Kashiyadanga,Rajshahi

Languages

- **English** (Fluent)
- **Bengali** (Native)
- **Hindi** (proficient)

REFERENCES

- **Md. Habibur Rahman**
FAVP (Branch Manager), Brac Bank Ltd., Chapai Nawabganj
Mobile: 01325087938
- **Md. MIR Abu Sayem**
RSM & Senior Manager, The City Bank Ltd., Agent Banking, Sylhet
Mobile: 01711-504842