

REHANA AKTER TONNI

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PROFESSIONAL SUMMARY

Business Development and Marketing professional with hands-on experience at City Group, one of Bangladesh's leading FMCG conglomerates. Experienced in market research, lead generation, customer engagement, sales support, competitor analysis, promotional campaigns, business reporting, and stakeholder communication. Strong analytical, presentation, and relationship-building skills with a proven ability to work in fast-paced corporate environments. Seeking opportunities in multinational companies (MNCs), FMCG, sales, marketing, and business development functions.

CORE COMPETENCIES

Business Development, Marketing Strategy, Lead Generation, Market Research, Competitor Analysis, Customer Acquisition, Sales Support, Client Relationship Management, FMCG Marketing, Brand Promotion, Trade Marketing, Digital Marketing, Business Communication, Negotiation, Data Analysis, CRM Management, Microsoft Excel, PowerPoint, Reporting, Presentation Skills, Team Collaboration

PROFESSIONAL EXPERIENCE

Business Development & Marketing Trainee	City Group
- Conducted market research to identify consumer trends, business opportunities, and competitor activities. - Assisted business development initiatives by identifying prospects and supporting lead generation activities. - Maintained customer and prospect databases and ensured accurate reporting of business information. - Supported sales and marketing teams in campaign execution, promotional activities, and customer engagement programs. - Prepared business reports, presentations, dashboards, and performance summaries using Excel and PowerPoint. - Coordinated client communications, follow-ups, and relationship management activities to improve customer satisfaction. - Assisted in preparing proposals, marketing materials, and business presentations for internal and external stakeholders. - Monitored market developments and provided insights to support strategic decision-making. - Worked cross-functionally with different teams to support revenue growth and brand visibility initiatives. - Contributed to business expansion efforts through research, analysis, and execution support.	

EDUCATION

Bachelor of Arts (English) <i>Noakhali Science and Technology University</i>	CGPA: 3.56 2025
Higher Secondary Certificate (HSC) <i>Rajuk Uttara Model College</i>	GPA: 4.72
Secondary School Certificate (SSC) <i>Mollertak Udayan Higher Secondary School</i>	GPA: 4.75

LEADERSHIP & EXTRACURRICULAR ACTIVITIES

- **Deputy Head of Promotion & Branding** – NSTU Model United Nations (MUN)
 - Successfully co-organized an international MUN conference, managing digital branding, marketing strategies, and outreach initiatives that attracted international delegates.
- **Volunteer** – Hult Prize Foundation Campus Program
- **Event Coordinator** – University Cultural and Student Engagement Programs
- **Volunteer** – Blood Donation Awareness Campaigns
- Participated in corporate branding, strategic sponsorship outreach, event promotion, and global stakeholder engagement activities.
- Collaborated with cross-functional and diverse teams to seamlessly organize high-impact events, streamline communications, and execute integrated marketing campaigns.

LANGUAGES

Bangla (Native) | English (Fluent)