

# MOHAMMED EVAN

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## CAREER OBJECTIVE

Graduate from one of the leading research schools in Australia. Senior Lecturer on Business Administration and Coordinator at Business incubation with experience in different aspects of business, starting from consulting pre-seed startups, Marketing & Public Relations, logistics, market research, and data analytics.

## WORK EXPERIENCE

### **Senior Lecturer, Department Of Marketing & International Business** **Dhaka, Bangladesh**

North South University, School of Business and Economics (SBE) Jan 2016-Present

Courses Taught: Digital Marketing, International Business, Introduction to Marketing

- Lectured undergraduate business students on-campus, online, in hybrid setups, and via recorded videos.
- Organized Digital Marketing Seminars to enhance industry-academia collaboration where business students and renowned professionals from reputed local and international marketing agencies exchanged viewpoints to bridge the industry-academia gap.
- Designed a blueprint for the course Digital Marketing with both professional and academic viewpoints in consideration.
- Attended experimental research training conducted by the department's senior colleagues and successfully wrote a proposal and got accepted for research grants.

### **Coordinator, Marketing & Public Relations** **Dhaka, Bangladesh**

North South University Startups Next (NSUSN) Feb 2019-Present

- Guided startup founders to develop scalable business models, marketing, and recruitment strategies.
- Acted as a liaison between startup founders, external (reputed Bangladeshi and international startup ecosystem), and internal (Deans and Directors of NSU) advisors.
- Acted as a spokesperson to represent NSUSN within the university community and the startup ecosystem.
- Built communities of aspiring startup founders, mentors, and investors to create value for the program.
- Created networking opportunities for startup founders with industry professionals, relevant companies, and student bodies.
- Provided networking opportunities and facilitated discussions between startups and angel investors to find the perfect match. Assisted 8 startups to raise \$650,000 in 2 years.
- Managed \$10000 as sponsorship from Sajida Foundation to effectively support the cohort startups and manage the program.

### **Director, Marketing & Public Relations** **Dhaka, Bangladesh**

M.A. Gaffar Ltd. (Shyamoli Cinema Hall, Shyamoli Complex) Jan 2014 – Present

- Provided strategic vision to the marketing department regarding contemporary strategic marketing methods such as the use of appropriate Digital Media platforms for communication.
- Monitored the team on their tasks allocated and keeps track of Key Performance Indicators.
- Provided long-term strategic vision to the other Board Member of the company regarding the sustainability of the business

## **Faculty Advisor**

**Dhaka, Bangladesh**

The Marketing Club (TMC), North South University

Sep 2017 - May 2019

- Offered guidance to the organization on goal setting, organization management, program planning, and problem-solving, and group evaluation.
- Provided training and guidance to aspiring marketers to enhance their knowledge of marketing, marketing agencies, and social businesses marketing.
- Implemented community engagement programs across universities in the country and encouraged participation in Digital marketing competitions.

## **EDUCATION**

### **Macquarie University, Macquarie Business School**

**Sydney, Australia**

Masters of Commerce (M. Com)

July 2014 – July 2015

Major: Marketing

CGPA: 3.88 on a scale of 4.00

### **North South University, School of Business & Economics**

**Dhaka, Bangladesh**

Bachelor of Business Administration (BBA)

Jan 2010 – Sep 2013

Major: Marketing and Finance & Accounting (Dual Major)

CGPA: 3.62 on a scale of 4.00

## **RESEARCH AND PUBLICATIONS**

**Title: Assessing Service Experience in Customer's Care Center**

**Year: 2017**

**Journal: North South Business Review**

**Author(s): Md Afnan Hossain, Mahmud Habib Zaman, Mohammed Abdul Mumin Evan and Muhammad Sabbir Rahman.**

**Title: Food, Expatriates, and the Middle East: The Case of Alin Food Products Ltd**

**Year: 2021**

**Journal: SAGE Publications, Ltd.**

**Author(s): Zaman, M., Jaber, A., Zaman, S. R., & Evan, Mohammed Abdul Mumin**

**Title: Niche Growth: The Case of Heavy Metal Apparel.**

**Year: 2021**

**Journal: SAGE Publications, Ltd.**

**Author(s): Zaman, M., Zaman, S. M., & Evan, Mohammed Abdul Mumin.**

**Title: From Asad Gate to the Living Room: Saint Joseph Higher Secondary School's Digital Transformation.**

**Year: 2021**

**Journal: Bangladesh MBA Association (BMBAA)**

**Author(s): Zaman, M., Zaman, S. M., & Evan, Mohammed Abdul Mumin.**

## **AWARDS AND SCHOLARSHIP**

- Awarded the Macquarie University, Sydney Australia, Vice-Chancellor's International Scholarship.
- Awarded at Macquarie University, Sydney Australia, in the Department of Marketing and Management Prize for academic excellence in the unit MKTG804 "E-Business Marketing".

- Awarded at Macquarie University, Sydney Australia, in the Department of Marketing and Management Prize for academic excellence in the unit MKTG806 “Applied Marketing Strategy”.
- Nation Builders Award from Daily Star for Excellence in A-level.

### WEBINARS, WORKSHOPS & TRAINING CONDUCTED

#### **Ask Us Anything**

**Dhaka, Bangladesh**

Conducted For North South University Startups Next (NSUSN)

- Conducted outreach to attract startups and answered queries related to the startup accelerator program.

#### **Startups Clinics**

**Dhaka, Bangladesh**

Conducted For North South University Startups Next (NSUSN)

- Conducted one-to-one sessions with aspiring leaders at NSU and IUB to educate aspiring leaders about the startup ecosystem and, answer a variety of questions related to startups and the viability of the business.

#### **Webinar Branding in Digital Era for Startups**

**Dhaka, Bangladesh**

Conducted For North South University Startups Next (NSUSN)

- Conducted online webinar to educate startup founders regarding Branding and Digital marketing strategies.

### SKILLS

**Microsoft Office:** Word, PowerPoint, Excel.

**Google Workspace:** Docs, Slides, Sheets, Meet, Calendar, Forms, Keep.

**Marketing Research:** IBM-SPSS, Google Forms.

**Graphics Design/ Video Editing:** Pro-Create/ Final Cut Pro.

**Live Streaming:** OBS/ Streamyard/ Zoom

**Music Production and Mastering:** Logic Pro