

MOHAMMAD ABU SUFIAN

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SUMMARY

Strategic Operations and Sales Manager with 13+ years of experience driving business growth, optimizing operations, and leading cross-functional teams across diverse industries. Proven expertise in market analysis, client-focused strategies, and CRM optimization within B2B and B2C sectors. Adept at enhancing productivity, fostering client relationships, and delivering measurable improvements in operational efficiency and profitability.

WORK EXPERIENCE

Operations Manager-South Asian Network (SAN) | Los Angeles, CA | January 2024 – Present

- Oversee daily operations and implement process improvements to align resources with strategic goals.
- Coordinate with cross-functional teams to enhance service delivery and operational productivity.

Regional Sales Manager – OIEG | Dhaka, Bangladesh | May 2022 – August 2022

- Developed and executed sales strategies to expand market presence and meet revenue targets.
- Fostered client relationships to ensure satisfaction and drive long-term partnerships.

Regional Manager – De Montfort University, UK | Dhaka, Bangladesh | April 2021 – May 2022

- Spearheaded regional sales strategies, achieving a 25% market share increase in under six months.
- Conducted market analyses to identify new opportunities and optimize customer engagement strategies.

Assistant Manager – Communication and Operations | IECC Limited | Dhaka, Bangladesh | September 2018 – October 2020

- Managed operational workflows and improved client communication processes to enhance efficiency.
- Supported leadership in strategic planning and KPI-driven decision-making.

Manager – Administration and Operations | Excel Center of Education | Dhaka, Bangladesh | January 2010 – August 2018

- Directed administrative functions, resource allocation, and daily operations for an 8-year period.
- Designed and implemented strategies that increased operational effectiveness and reduced costs.

EDUCATION

Doctor of Business Administration (in progress)
Westcliff University, Irvine, CA | Expected Graduation: December 2025

Master of Business Administration (MBA), Human Resource Management
University of South Asia, Dhaka, Bangladesh | Graduation: January 2011
U.S. Equivalent: MBA from an accredited U.S. university (per academic evaluation)

KEY SKILLS

Core Skills for Education and International Student Recruitment Roles

Admissions Counseling: Guiding students through the admissions process, evaluating applications, and providing personalized guidance.

International Recruitment: Developing strategies, building partnerships, and representing institutions at global events.

Student Support: Assisting with visa processes, onboarding, and ongoing academic and personal support.

Operations Management: Managing application workflows, tracking metrics, and coordinating across departments.

Marketing and Communication: Designing campaigns, promotional campaign, and engaging students via digital platforms.

Compliance Knowledge: Ensuring adherence to policies, visa regulations, and scholarship guidelines.