

MD. RASEL MIAH

SUMMARY

Md. Rasel Miah is a seasoned professional with over a decade of experience across various roles in the headwear and apparel industry. His career began in 2012 as an IT Executive at DN Sports LTD., where he quickly expanded his responsibilities to include Admin and Accounts. In 2015, he transitioned to 9 Star Headwear and Apparels Ltd. as a Merchandising Manager, honing his expertise in product management and client relations.

In 2018, Md. Rasel took on the role of International Design Consultant at CBC Marketing LLC, where he not only managed orders and logistics but also developed his graphic design skills. His contributions included creating product sketches and mockups that significantly contributed to the growth of the custom ball cap business. During this time, he also mastered web design using WordPress, building key e-commerce websites such as customballcap.com, uscustomcaps.com, youdesignyourown.com, and nrcapsbd.com.

Currently, Md. Rasel is the Marketing Director at NR Caps & Headwear Ltd., where he applies his broad skill set to drive business growth and brand visibility in the custom headwear industry.

KEY ACHIEVEMENTS

Sales Growth Achievement

Grew online sales by 25% year-on-year through innovative marketing strategies and website design.

Production Efficiency Boost

Increased production efficiency by 30% through streamlined processes and improved supply chain management.

Brand Awareness Increase

Boosted brand awareness by 40% with targeted digital marketing campaigns within one year.

International Design Consultant at CustomBallCap.com | Marketing Director at NR Caps & Headwear Ltd. | Founder of Custom Cap BD | Web Developer & Graphic Designer Specializing in Custom Headwear Solutions

 Phone  Email  <https://linkedin.com/in/redxtrm>  Dhaka

EXPERIENCE

Marketing Director

01/2023 - Present

NR Caps & Headwear Ltd.

Bangladesh

As the Marketing Director at NR Caps & Headwear Ltd., I oversee strategic marketing initiatives to boost brand awareness and drive business growth. I manage all marketing campaigns, collaborate with design and production teams, and ensure our products align with market demands. I also created and maintain our website, nrcapsbd.com, where I handle customer orders, place them into production, and oversee the process to ensure timely delivery. My role includes managing client relationships and expanding our market presence in the custom headwear industry.

Co-Founder

08/2022 - Present

US Custom Caps

United States

At US Custom Caps, I play a pivotal role in overseeing the company's operations. I am responsible for creating custom graphics designs that meet our clients' needs and have built and maintained the website, uscustomcaps.com, to ensure a smooth online experience. In addition to managing all customer interactions and orders placed through the website, I follow each order from production at the factory through to shipping, ensuring timely delivery and top-notch customer satisfaction.

Founder

07/2020 - Present

Custom Cap BD

Bangladesh

As the founder of Custom Cap BD, which I launched in 2020, I have overseen the growth of the business from the ground up. I also designed and developed the company's website, www.customcapbd.com, which has become a key platform for customers to explore and order our custom headwear. My responsibilities include managing daily operations, overseeing product development, and ensuring that we meet our customers' expectations with high-quality products and exceptional service.

Web Developer, Graphics Designer, & Headwear Supplier

06/2019 - Present

You Design Your Own

United States

Since June 2020, I have been working with You Design Your Own as a Web Developer, Graphics Designer, and Headwear Supplier. I developed and maintain the website, youdesignyourown.com, creating a seamless platform for customers to design and order custom products. My role includes crafting unique graphic designs that meet client specifications, as well as managing the supply chain for headwear, ensuring efficient production and timely delivery to our customers.

International Design Consultant

07/2017 - Present

CBC Marketing LLC

United States

Merchandising Manager

11/2015 - 07/2017

9 Star Apparels Industries Ltd.

Location

- Receive and handle orders from buyers.
- Keeping update of Stocks of fabric and raw materials.
- Solving and managing every problem regarding production.

KEY ACHIEVEMENTS

❖ Customer Satisfaction Improvement

Enhanced customer satisfaction ratings by 15% through improved user experience and timely delivery.

EXPERIENCE

Finance and Admin Assistant

Planning Commission Bangladesh

01/2013 - 07/2017

IPGISP, UNFPA, SEI
Division, Planning
Commission

- Assisted the Finance and Admin officer (UNFPA), Govt. Officials and Project Director.
- Prepared financial processes, financial records and reports in compliance of UNFPA rules for GoB and UNFPA.
- Prepared periodic accounting records, delivery records and program transactions.
- Prepared financial and administrative documents related to the project implementation in accordance with the UNFPA rules.
- Assisted in prepared Revised Technical Project Procurement.
- Provided Administrative support for project implementation activities like: workshops, trainings, meetings and other events.
- Prepared vouchers and purchase orders, updated work plan for project activities through Atlas.
- Assisted in preparing detailed cost estimates, budget analysis and projections to handle operations of project office, cash payments and reconcile the accounts in specific period of time.