

MD JAMIL HASAN

MARKET RESEARCH ANALYST & CONSUMER INSIGHTS SPECIALIST

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PROFESSIONAL SUMMARY

Consumer insights and market research professional with 5+ years of experience turning customer behavior, brand perceptions, and service experiences into practical business recommendations. At NielsenIQ and GRM, supported a research portfolio with an annual commercial target of approximately **USD 200K** across financial services, mobile financial services, construction materials, FMCG, tobacco, and retail. Contributed to consumer tracking, brand equity, purchase-driver, market-entry, concept-testing, and mystery-shopping studies for bKash, Lafarge, Anwar Group, EBL, Midland Bank, Domino's/Jubilant Golden Harvest, and Mio Amore.

SKILLS PROFILE

Consumer Insights & Research: Consumer tracking, brand health and equity, triggers-and-barriers analysis, concept testing, mystery shopping, customer-journey mapping, customer-experience measurement, segmentation, competitive analysis, research reporting, and insight storytelling.

Research Delivery: Quantitative, qualitative, and mixed-method research; questionnaire development, sampling, fieldwork coordination, data quality assurance, survey analysis, stakeholder presentations, and client recommendations.

Tools: Power BI (dashboards, Power Query, DAX), R/RStudio (tidyverse, dplyr, tidyr, ggplot2, data cleaning, survey-data analysis, exploratory analysis, Inferential Statistics), Excel (PivotTables, PivotCharts, XLOOKUP, VLOOKUP, INDEX-MATCH, SUMIFS, Dashboard, data validation, data cleaning, reconciliation, reporting), Microsoft Office, Canva.

PROFESSIONAL EXPERIENCE

Texas State University | San Marcos, TX

Aug 2026–Present

Graduate Instructional Assistant, Department of Marketing, McCoy College of Business

- Assisting faculty across 4 undergraduate marketing courses with instruction, assessment, grading, course-material preparation, and student-engagement activities; providing support to faculty through literature reviews, research documentation, and presentation/report development.

Dhaka Stock Exchange PLC (DSE) | Dhaka, Bangladesh

Sep 2022–Jul 2026

Senior Executive, Research & Information Department, Market Development Division

- Managed rebalancing and governance for 5 DSE indices-DSEX, DS30, CDSET, DSE Shariah Index, and DSMEX-validating market-cap, ADVT, trading-day, constituent, and X-stream INET data; supported FTSE Russell QoM analysis for Bangladesh's Emerging Market assessment.
- Built daily scrip-influence dashboards and market reports; produced Daily, Weekly, and Monthly Reviews and processed 50 corporate actions.
- Oversaw iMDS, EOD, and Shariah Index data services, acquiring 10–15 clients annually, supporting USD 1M in annual data-sales revenue, and administering USD 800K in international licensing and interactive charges for Bloomberg, Refinitiv, and TradingView.

NielsenIQ | Dhaka, Bangladesh

Oct 2021–Aug 2022

Research Executive, Consumer Insights

- Managed a consumer-insights portfolio against a **USD 200K** annual target, supporting proposals, research execution, analysis, reporting, and client presentations.
- Supported quantitative, qualitative, and mixed-method research across **MFS, banking, construction materials, FMCG, tobacco, personal care, QSR, and retail**; contributed to research design, sampling, fieldwork, data quality, and insight reporting.
- Conducted a **USD 80K bKash Consumer Tracking Study**, analyzing consumer behavior, brand/category trends, and mobile-financial-services insights.
- Contributed to a **USD 70K Lafarge Brand Health and Equity Study** and a **USD 30K Anwar Group Triggers-and-Barriers Study**, assessing brand perceptions, purchase drivers, barriers, channel dynamics, and competitive position.

- Supported **USD 15K mystery-shopping studies for Midland Bank** and retail/service brands, assessing customer journeys, service standards, and operational execution.
- Assigned as research manager for EBL, Midland Bank, Domino's/Jubilant Golden Harvest, and Mio Amore, plus JTI Bangladesh concept testing; translated insights into recommendations for customer experience, market entry, and product decisions.

Global Research & Marketing (GRM) | Dhaka, Bangladesh

Jan 2021–Sep 2021

Research Executive, Consumer Insights

- Supported end-to-end market research and consumer-insights projects across FMCG, agribusiness, food, and digital-platform sectors, contributing to research design, proposal development, sampling, fieldwork coordination, data analysis, reporting, and client presentations.
- Conducted a **USD 40K feasibility study for Kazi Farms Group**, assessing market potential, consumer demand, competitive landscape, and commercial opportunities for flour, rice, and grains categories.
- Managed a **USD 60K Brand Health Study for Bikroy.com**, evaluating brand awareness, perceptions, consumer behavior, competitive positioning, and opportunities to strengthen brand performance and customer engagement.

EDUCATION

Texas State University, McCoy College of Business

2026–2028

M.S., Marketing Research & Analysis (STEM) | San Marcos, TX

Academy of Business Professionals, EduPro UK

2023–2024

Post-Graduate Diploma, Data Science & Business Analytics | Distinction (80%+)

University of Dhaka

2020–2021

Master of Business Administration (MBA), Marketing | CGPA: 3.69/4.00

University of Dhaka

2016–2019

Bachelor of Business Administration (BBA), Marketing | CGPA: 3.55/4.00

CERTIFICATIONS

Analyzing and Visualizing Data with Microsoft Power BI, Academy of Business Professionals (2024) | Market Research and Consumer Behavior, IE Business School via Coursera (2020) | Brand and Product Management, Coursera (2020) | Marketing Mix Fundamentals, IE Business School via Coursera (2020) | Integrated Marketing Communications, IE Business School via Coursera (2020) | Excel Pro 3.0, Association for Information Systems (2019)

PUBLICATIONS

- Jamil, H. & Mahfuz, R. (2023). A Beginner's Guide to ETFs—Bangladesh Capital Market Perspective. Dhaka Stock Exchange Half-Yearly Edition.
- Jamil, H & Sakil, A, (2020), Factors Determining the Consumption of Pasteurized Milk with Special Focus on Recent Antibiotic Scandal: A Study on Dhaka University Students, Global Journal of Entrepreneurship, Innovation and Leadership (GJEIL) Vol. 1, No. 1, pp. 63-81, July, 2020.

AWARDS & FELLOWSHIPS

- ✓ **H. C. Vivian Memorial Endowment Scholarship** - Awarded \$3,000, Texas State University, McCoy College of Business.
- ✓ **J. C. Kellam Business Administration Endowed Scholarship** - Awarded \$3,000, Texas State University, McCoy College of Business.
- ✓ **McCoy Fellowship of Excellence** - Awarded \$2,000, Texas State University, McCoy College of Business.
- ✓ **TXST Graduate Merit Fellowship**, Fall and Spring - Awarded \$1,928, Texas State University

LEADERSHIP & LANGUAGES

- Co-Convener, Zia Hall Debating Club, University of Dhaka | 2018–2019
- Catalyst, Podium | 2016–2017
- Organizer, Crash Course | 2016–2017

Languages

English: Full professional proficiency

Bengali: Native proficiency