

## Shamsul Huq Bin Shahriar

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### PROFESSIONAL PROFILE

Strategic and innovative Human Resources Professional with five years of experience in managing learning and development, hiring and onboarding, employee engagement, Strategic partnership and HR Communication and Culture. Reliable, knowledgeable and highly organized team player with excellent communication skills, team building and relationship management.

### AREAS EXPERTISE

Learning & Development | Organizational Development | Employee Relations & Diversity | Employee Engagement | Recruitment | Strategic partnership | Assessment Center Management |

### WORK EXPERIENCE

[1] Position: **Senior Executive, Human Resource and Administration**

Organization: **American & Efrid (Bangladesh) Ltd.**

Tenure: (February 2020 – Continuing)



**2.5 Years**

#### Key Responsibilities:

##### ➤ Learning & Development | Organizational Development

- Partnering with departments on strategic workforce planning and development goals to meet current needs, changes within the industry and long-term forecasts
- Leading learning and development in the organization by implementing global employee development goals
- Designing yearly and monthly training plans
- Planning and arranging technical and soft-skill trainings for employees
- Recruiting Trainers
- Creating training contents
- Conducting training programs

##### ➤ Recruitment

- Managing recruitment, selecting and onboarding process
- Planning and arranging assessment center recruitment
- Planning, arranging and assisting directors and conducting Induction of new employees

##### ➤ Employee Engagement

- Conducting HR & Shop Floor Associate FGD every month (Introduced by me during COVID crisis)
- Arranging Employee mental health and wellbeing sessions
- Processing and arranging 'Facilitator (Trainer) of the month' award (Introduced by me in 2021)
- Arranging 'Employee of the month' award

##### ➤ Strategic partnership

- Providing regular HR reports to Head of HR, directors and global team
- Managing Covid-19 related issues (Contact tracing, employee COVID test and safety measures)
- Drafting HR manual for Executive and above level employee
- Assisting EHS Manager and Company doctor managing employee Health awareness and safety programs
- Arranging employee Covid-19 test and conducting contact tracing

##### ➤ HR Communication and Culture

- Managing internal HR communication for Bangladesh offices
- Managing events such as workers' picnic and townhall.
- Editing and Publishing HR Newsletter
- Emergency COVID-19 Response and employee wellbeing

##### ➤ Project

- Deputy Head of 5s Implementation at A&E Bangladesh Audit Team

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[2] Position: **Executive, Business Development**,  
Organization: **Enroute International limited**  
Tenure: (October 2017 – January 2020)



2+ Years

#### Key Responsibilities

- **Managing e-learning platform**
  - Sudoksho (e-learning platform) management, platform maintenance, development planning,
- **Training and Communication Content Creation**
  - Creating e-learning course contents including scripting for shooting, vendor management, designing and creating visual content,
  - Conducting research on content
  - Coordinating with content and creative Creating e-learning contents for different courses, i.e.
    - SDGs for Youth: My Goal, My Responsibility
    - Anti-Money Laundering & Combating Financing of Terrorism course for BANK and NBFIs
    - Fundamentals of Sales,
    - Effective Communication.
- **Human Recourse Management Functions**
  - Managing recruitment and selecting process for offline and online training team
- **Marketing and Business Development**
  - Making business development and marketing plan,
  - Promotional content idea generation and work with creative design and graphics team
  - B2B Client management, financial proposal, legal agreement preparation
- **Project Management, Event and activation**
  - Arranging seminars, roadshows, launching ceremonies for different projects

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[3] Position: **Trainee and Auditor- Social Accountability and Ethical Sourcing**  
Organization: BRAC-Aarong  
Tenure: June 2015- September 2015



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#### EDUCATION

##### [1] Bachelor of Business Administration (2017)

Major: Marketing and Human Resource Management (CGPA-3.30)  
East West University, Dhaka, Bangladesh

##### [2] HIGHER SECONDARY CERTIFICATE (2011)

Group: Business Studies (GPA-5.00)  
Dhaka City College

##### [3] SECONDARY SCHOOL CERTIFICATE (2009)

Group: Science (GPA-5.00)  
Govt. Science College Attached High School

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#### ACHIEVEMENTS

- Awarded as **"Employee of the Quarter"** for quarter One- 2018, Enroute International limited.
- Awarded as **"Facilitator of the Month"** November- 2021, American & Efid Bangladesh Limited.

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#### REFEREED RESEARCH PUBLICATIONS (Total 26)

[1] The transformation of education during the corona pandemic: exploring the perspective of the private university students in Bangladesh, Asian Association of Open Universities Journal, Vol. ahead-of-print No. ahead-of-print. DOI: <https://doi.org/10.1108/AAOUJ-02-2021-0025> (Indexed in WHO COVID-19 Global literature on coronavirus disease)

[2] Determinants of choosing a foreign brand in emerging economy: lessons and implication for the local entrepreneurs, Vilakshan - XIMB Journal of Management, Vol. ahead-of-print No. ahead-of-print. DOI: <https://doi.org/10.1108/XJM-01-2021-0027>

[3] Branding in Informal Sector: Qualitative Analysis from a Developing Country Perspective, Small Enterprises Development, Management & Extension Journal- SEDME, Volume 46, Issue 3, pp. 161–170, ISSN: 0970-8464, DOI: <https://doi.org/10.1177/0970846419871125>

- [4] Selling to Children, and the issues to consider: A case study on informal sector, a developing country perspective, Researching with and children-place pedagogy and play, Edinburg College of Arts, University of Edinburg
- [5] A successful informal entrepreneur, who harvests benefit out of marketing: A case study, MARCON 2016: 4th International Marketing Conference, Indian Institute of Management (IIM) – Calcutta
- [6] A transformation from informal to formal, where customer value is core concern: qualitative case evidence, Book of Abstracts: 2017 IIM Indore
- [7] Reviewing the recovery, for small restaurant brands: case study from Dhaka, Bangladesh, Reaching consumers of emerging markets, Proceedings of the 2017 Annual Conference of the Emerging Markets Conference Board, Indian Institute of Management (IIM) - Lucknow
- [8] Ups and downs of a brand 'Spicy Chicken' a restaurant with her first door neighbor, East West University: A case from Dhaka, Bangladesh, Conference on Brand Management 2016, Indian Institute of Technology (IIT) – Delhi

## TRAINING

**[1] Program: AOTS/BEF program on Human Resource Management -Employee Motivation and Engagement**

Institution: AOTS and Bangladesh Employer' Fedaration

Tenure: February 2022

**[2] Program: Training Program on 5s**

Institution: Mind Works Bangladesh & American and Efird Bangladesh Ltd.

Tenure: December 2021

**[2] Program: Student Leadership Development Workshop**

Institution: Bangladesh Center for Communication Programs (BCCP) and East West University

Tenure: April 2014- June 2014

**[3] Program: Youth Leadership Summit 2014**

Institution: Bangladesh Youth Leadership Center, UKAID and UNDP.

Tenure: June 11- June 13, 2014

**[4] Program: Mastering Effective Communication**

Institution: LEAD programme approved and validated by The Oxford Academy of Excellence.

Tenure: April- May, 2014

## CO-CURRICULAR ACTIVITIES

**[1] Contritition:** Co-convener of student Volunteer- funding member of Students' committee and organized different events to prevent sexual harassment.

**Project:** UN Women supported Social Wellbeing project "Building Institutional Capacity of selected Universities to Prevent Violence Against Women (BICUPVAW)"

**Organization:** UN Women, Bangladesh National Women Lawyers Association (BNWLA) and East West University

**Tenure:** May 2015- July 2016

**[2] Contribution:** Participated in the competetion

Program: HR HULK-in search of a Smashing HR Manager- An Inter-University HR Competency Competition 2015

**Organizer:** United International University (UIU).

## REFERENCE

### Abu Daud Khan

Managing Director & CEO

Enroute International Limited

Ranks Business Center (L 4), Ka-218/1, Pragati Sarani, Dhaka

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### Fayal Mahmud

Manager, Human resources and Administration

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