

## Syed Nazmul Alam

Cell: 01712622094, 01627485834

E-mail: nazmulasif38@gmail.com



### CAREER OBJECTIVE:

A hard working and self-motivated individual, looking out for opportunities in Marketing & Brand Management to help expand business and provide solution through a creative yet pragmatic approach.

### Experience:

- ❖ **Executive (Brand)**  
**Bashundhara Group (Food & Beverages)**  
**Join: February 2019- Continuing**
- ❖ **Brand officer**  
**Olympic Industries Ltd.**  
**Join: December 2016 – January 2019**

### Job Remarkable:

- Enhance the Brand visibility, brand Awareness and Brand Activation
  - Product Display Card for Sales Increasing all Bangladesh
  - Trade Channel Partners Program for Retailer
  - Working and Co-ordinating with sales team.
  - Proper allocating and Execution of the allotted Marketing Budget for the state, allocation and ensure the execution.
  - Managing & coordination of promotion activities.
  - Developing vendor at local level for marketing activities & Vendor Management
  - Create the brand visibility by display& fixtures for traditional Trade.
  - New Product Development.
  - Product Management.
- |   |  |
|---|--|
| ❖ New Product Research                          | ❖ Product Serve  |
| ❖ Product Market Size.                          | ❖ Competitor Information.                                  |
| ❖ Outdoor Branding.                             | ❖ Yearly Brand Planning.                                   |
| ❖ Product Pricing.                              | ❖ 360-Degree Program Plan for Brand.                       |
| ❖ QPS Program (Slap Program-2017 & 2018)        | ❖ Wrapper Design help.                                     |
| ❖ Super Shop Program.                           | ❖ Media Activities.  |
| ❖ BAPA Fair (2016, 2017, 2018).                 | ❖ Trade offer.   |
| ❖ Event & Activation Planning.                  | ❖ Sales promotion.   |
| ❖ School & University Activation.               | ❖ Dhaka International Trade Fair (2017,2018 & 2020).       |
| ❖ Dhaka City Pestering for Fast choice Biscuits | ❖ Product Launching Program (Black, Tim Tim & Pulse Candy) |

## Job Description:

- New product Development.
- Competitors Information.
- Market Visit.
- Noodles, AMS, Soybean Oil & Ruti Brand Outdoor Branding and Activation.
- Digital Campaign.
- Trade offer.
- Brand Planning.

## Educational Qualification:

### ➤ **Masters of Business Administration (M.B.A)**

University : World university of Bangladesh.  
Subject : Marketing  
Result : 3.10  
Year : 2018

### ➤ **Bachelor of Business Administration (BBA Hon's)**

Institution : Tejgaon College  
University : National University  
Subject : Management  
Result : 2.70  
Year : 2014

### ➤ **Higher Secondary Certificate (H.S.C)**

Institution : Faridpur Govt. Rajendro College  
Group : Business Studies  
GPA : 3.30  
Passing year : 2010  
Board : Dhaka

### ➤ **Secondary School Certificate (S.S.C)**

Institution : Faridpur Govt. Zilla School  
Group : Business Studies  
GPA : 4.38  
Passing year : 2008  
Board : Dhaka

## Skills:

- Excellent attention to detail with an eye for identifying potential challenges.
- Good ability to deal with both internal & external stakeholders.
- Product, Manufacturing or commercial knowledge.
- Ability to implement projects with high level of detail and complexity.
- Excellent relationship management skills.
- Knowledge and understanding of key marketing principles.
- Excellent communication and problem-solving abilities.
- Demonstrable ability to evaluate design work

### Computer Literacy:

- ✓ MS Office Processing MS Word, MS Excel, MS PowerPoint.
- ✓ Operating System: Windows XP.
- ✓ Internet Browsing & Email.
- ✓

### Hobby:

- Reading Book, Traveling, Football & Cricket.

### Language Proficiency:

Language	Speaking	Reading	Writing
• Bangla	Excellent	Excellent	Excellent
• English	Excellent	Excellent	Excellent

### Personal Attributes

- Hard working.
- Strong Communication skill.
- Ability to learn quickly and implement efficiently.
- Ability to work independently and in a team.
- Working within time and under pressure.

### Personal Details:

❖ Father's Name	: Late. Syed Amirul Alam
❖ Mother's Name	: Nazma Alam
❖ Present Address	: Road-04, House-10, Dhanmondi, Dhaka-1205.
❖ Permanent Address	: Vill: Pukuria, P.O: Alokdia, P.S: Magura, Dist.: Magura.
❖ Date of Birth	: 4 <sup>th</sup> October, 1992
❖ Nationality	: Bangladeshi
❖ Religion	: Islam
❖ Marital Status	: Unmarried
❖ Blood Group	: A+(ve)
❖ Height	: 5'-7"

### Reference:

**Quazi Touhiduzzaman**  
Executive Director (Sales & Marketing)  
Haque Group of Industries Ltd  
Cell: 01730-300584.

**Ahammad Ali Hasan**  
Head of Marketing  
Dekko Foods Ltd.  
Cell: 01711-734384

**Syed Sogir Mahamood**  
DGM (Sales & Marketing)  
Prince Food Product Ltd.  
Cell: 01716671743.