



MOHAMED SHEZAN ALAVI

(BA HONS INTERNATIONAL BUSINESS MANAGEMENT)

DREAMER | FOCUSED | STRIVER | ENTHUSIAST

(+94) 778874505

Email: shezanalavi@gmail.com

LinkedIn: Shezan Alavi

DOB: 07th June 1995

CAREER OBJECTIVE

A qualified graduate in International Business Administration with 2+ years' experience and skill set in Brand Marketing and Sales. Growing along with a self-motivated, target oriented and a strive for learning and success attitude. I am willing to use my skills and knowledge to gain experience and develop my career further. I would showcase utmost dedication and hard-work in honouring the organizational goals and the culture of the organization.

SPECIFIC SKILLS

- Proven track record of execution, working in and successfully launching products and bringing them to market.
- Skilled in product development, product strategy and product marketing.
- Demonstrates strong communication and presentation skills, to delivering key strategic vision presentations for customers and partners.
- Key account management and relationship building skills
- Exceptional research skills, bringing business and market acumen with ability to translate into strategy and quantitative-based analysis.
- Demonstrates strong Brand Management skills; implementing unique and tending marketing strategies to build better brands.
- Persuasive negotiator with a higher ratio in closing down sales deals successfully
- Language Proficiency – English (Professional), Tamil, Sinhala and Hindi (Elementary)
- A confident team player who can accept and manage changes for effective leadership and work with cross-functional teams.
- Strong ability to take logical, analytical and creative approach in solving problems and issues by attention to details.

WORK EXPERIENCE

- **MARKETING & SALES GROWTH SPECIALIST, January 2019 – Present**
SIXER VIDEO
 - Analyzed industry trends and compiled market research data to inform planning and strategy.
 - Directed targeted marketing efforts that introduced new products and promoted product visibility.
 - Increased volume of business by 60% by following up on leads, cold calling and networking.
 - Prospected to obtain new accounts while maintaining relationships with existing accounts.
 - Solicited and developed new business accounts by cold calling and networking.
 - Establish and maintained high profile global corporate clients
 - Researched public perception of products and services and used findings to create and implement sales strategies.
 - Set up new accounts, established customer credit, and set up payment methods.
 - Worked alongside Market research and development team to get the maximum use of marketing material.
 - Played a main role in the International market entry into Bangladesh and India.
- **BUSINESS ANALYST, February 2019 – Present (PART-TIME)**
WEB ARK
 - Performed initial client assessment and analysis to begin research process.
 - Worked directly with Marketing & product development teams to achieve 100% product optimization.
 - Implemented marketing strategies which resulted in 12% growth of customer base.
 - Initiated two key partnerships which resulted in 54% revenue growth.
 - Provided tech-based solutions to increase effective process and management flow
 - Analyzed departmental documents for appropriate distribution and filing.
 - Supported Chief Operating Officer with daily operational functions.
 - Created boardroom and courtroom multimedia presentations including video and text- sync'd depositions.

- **SENIOR BRAND EXECUTIVE (Management Trainee), June 2018 – December 2018**
THE CAPITAL MAHARAJA ORGANIZATION
 - Conducted FMCG Market research nationwide to find consumption patterns of the Sri Lankan consumers.
 - Implemented marketing strategies which resulted in 20% growth of customer base.
 - Conducted Brand activation activities targeting the youth of the country all over Sri Lanka.
 - Developed Brands plans for financial years and presented the flow plan to the CEO.
 - Launched 3 new FMCG products under men's grooming to the Sri Lankan Market.
 - Undertook and was totally in charge of the very first exporting procedure of products to Kosovo and Iran.
 - Coordinated with agencies to get done marketing materials on time for launches.
- **MARKETING COORDINATOR, January 2018 – June 2018**
DIALOG AXIATA PLC (e-commerce arm)
 - Analyzed KPI's and conversion metrics.
 - Assisted category managers in monthly campaign planning's.
 - Conducted multi-channel marketing via email newsletters, WhatsApp promotions and Instagram promotions.
 - Assisted Head of Marketing in running digital marketing campaigns
 - Assisted category managers in project management and content management.

EDUCATION

- **BA (Hons) in International Business Administration**
Staffordshire University (UK)
 - Finance Risk Management
 - Market Research
 - International Marketing
 - Business Project Management
 - International HRM
 - Dissertation and thesis projects
- **Cambridge Advance Level (AS&A2) – 2013**
Lyceum International School
- **Cambridge Ordinary Level – 2011**
Lyceum International School

Activities and Societies: Debate Team Member, Member of the Swimming Club, Member of the Basketball Team, Club Division Cricketer, Secretary of the Entrepreneurs Society and Film Script Writer

REFEREES

References Available Upon Request
