**MOHAMED SHEZAN ALAVI**



(BA HONS INTERNATIONAL BUSINESS MANAGEMENT)

DREAMER | FOCUSED | STRIVER | ENTHUSIAST

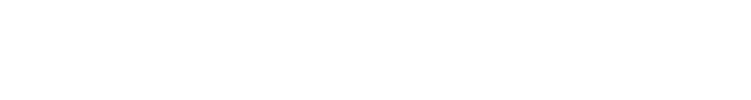
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**CAREER OBJECTIVE**

*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.

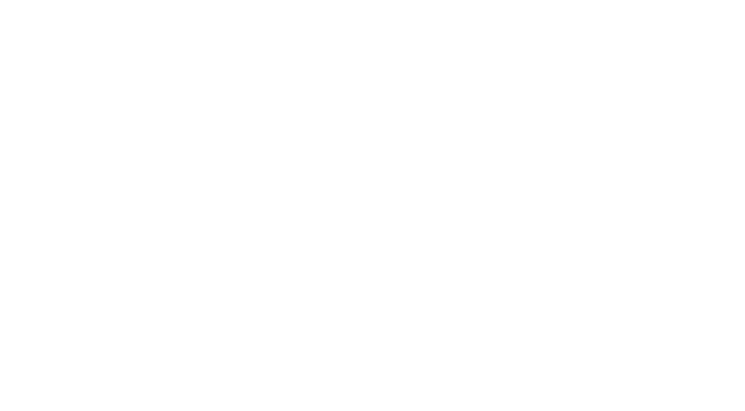
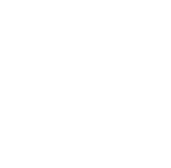
* **Skilled in product development, product strategy and product marketing.**
* **Demonstrates strong communication and presentation skills, to delivering key strategic vision presentations for customers and partners.**
* **Key account management and relationship building skills**
* **Exceptional research 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

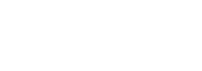
* + Performed initial client assessment and analysis to begin research process.
  + Worked directly with Marketing & product development teams to achieve 100% product optimization.
  + Implemented marketing strategies which resulted in 12% growth of customer base.
  + Initiated two key partnerships which 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**