



SHAMIM HASSAN

Date of Birth: 16 December 1994

CONTACT DETAILS

Address: House: K-14, (flat- 5D) Extension
Pallobi Mirpur Dhaka 1216.

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KEY INVOLVEMENT & ACHIEVEMENT:

- Planned, directed and launched first smart shopping mall app in Bangladesh. Jamuna Future Park App is the phone app having 3D map navigation system.
- Planning and leading various Digital Campaigns and promotions for Jamuna Group.
- Leaded the whole Digital plan, promotion and content of the launching of the first Hypermarket in Bangladesh "Wholesale Club".
- Achieved Best Employee Award from Bdjobs on the basis of performance.
- Worked as a Lead Officer at Government's LICT, PKSf project from Bdjobs.
- Worked with designing the database of AI (Chatbot) at Grameenphone.
- Worked with the training team for designing service modality at Grameenphone.

CAREER SUMMARY

An enthusiastic Business graduate from North South University. Currently he is perusing his as a Sr. Executive (Brand & Digital Strategy Planning) at Jamuna Group Ltd. He also has over 3 years of experience as a Senior Trainee in Digital Channel at Grameenphone Ltd.

Computer skills

- Adobe Photoshop, Illustrator, Premier Pro, After Effects.
- E-mail Marketing (Constant Contact, MailChimp, Send Studio)
- Application: MS Word, MS Excel, MS Power Point, Prezi

Skills & Expertise

- Social Media Marketing,
- SEO, SMM analysis.
- E-mail marketing
- Lead Generation
- Branding strategy development,
- Marketing Related Design Work.
- Digital Marketing.
- Client and Partnership management
- Event and program management.
- Planning and budgeting.
- Event Activation.
- Communication.

CAREER PROFILE:

Jamuna Group Limited

Sr. Executive | Brand Marketing & Digital Strategy Planning
02/2019 to Continuing

Major Responsibilities:

- Leading Digital campaigns, promotion and communication.
- SEO, SMM, PPT analysis.
- ATL, BTL communication.
- TVC, content, campaign planning, creation, direction.
- B2B & B2C management.
- Planning strategy for day to day promotional activities in Digital platform.
- Events planning, strategy set-up and activation.
- Collaborating with both internal & external cross-functional partners and serve as a liaison and primary point of contact within the division for cross functional partners
- Prepare and implement Marketing plan and Conceptualize new digital business opportunities
- Generate and implement new marketing initiatives to increase ecommerce engagement and profitability
- Managing social-media pages.

Bdjobs.com Ltd. (Training Division)

Executive | 02/2018 to 01/2019

Major Responsibilities:

- Assessing, developing and executing employee training modules, and all relevant tasks
- Prepare training calendar and plan segments accordingly.
- Assist on boarding and engagement projects
- Conducting relation with Bdjob's B2B and B2C market.
- Analyzing and planning promotional campaigns and contents for Digital platform.
- Monitor sales achievement against the budget as well as the target.
- Coordinating & planning different project, organizing EOI and evaluate the result.

Grameenphone Ltd. (GP House)

Senior Trainee | 01/2014 to 12/2017

Major Responsibilities:

- Providing the best service on E-Commerce and Digital service (facebook, email, chat) and serve the customers according to the modality and ensured the daily update.
- Looking after all the social media contents which includes the official Facebook page of GP, GP Music App, Email service of GP, eShop launched by GP.
- Digital Service partnership management, Customer Journey and processes.
- Planning customer engagement and promotional content.

LANGUAGE CAPABILITIES

- Bangla: Fluent in reading, writing and speaking.
- English: Fair in reading, writing and speaking.
- Chinese: Novice in speaking

INTEREST

Travelling, photography, reading, social activities etc

ACADEMIC QUALIFICATIONS:

2018 BBA (Marketing)	North South University CGPA: 3.05
2011 HSC (B. Studies)	Dhaka City College GPA: 4.90
2009 SSC (B. Studies)	Monipur High School GPA: 4.94

PROFESSIONAL TRAINING

KPI Based Performance Management System Training Resource Person:	Bdjobs Training Md. Mostafa Kamal, C-KPIP, CRP, CTAP & CHRBP (Performance Management Consultant and Trainer, CEO)
E-Commerce and Management-	GrameePhone In-house Training
Complete Digital Marketing- Resource Person:	Bdjobs Training Moshiur Monty (Digital Marketing Adviser)
The Fundamentals of Digital Marketing	Google Digital Garage
Dynamic Reporting with Excel- Resource Person:	Bdjobs Training Mostofa Monower, MCP, MCSAM (Analyst, Contact Experience, CSD Robi Axiata Limited)
Value Workshop-	GrameePhone In-house Training
Effective Communication Skills- Resource Person:	Bdjobs Training Mohammad Mofidul Alam (General Manager, Training)
Effective way to Report writing- Resource Person:	Bdjobs Training M. Hifzur Rahman (Research, Communication, & Documentation Specialist)

REFERENCES

MD. Al Aswad Grmeenphone Ltd. Head of Regional Territory E-mail: mawad@grameenphone.com Phone Number: 01711082983	Medhad Nasser Chowdhury Jamuna Group Ltd. Brand Manager E-mail: medhad.nasser.chowdhurt@gmail.com Phone Number: 01744674270
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