

SAMIUN HYDER

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CAREER OBJECTIVE

I am a self-trained marketer who belongs from an engineering background, and successfully delivered and obtained marketing insight knowledge by learning and experiencing various hurdles while working. I'm a progressive thinker with a track record of pioneering strategies, successfully brought up improved marketing operations for my company in my short span of working years.



WORK EXPERIENCE

Company Name	:	Greenovent
Designation	:	<u>Assistant Manager (Strategy & Planning)</u>
Period	:	7th April-2019 to Present
Responsibilities	:	<ul style="list-style-type: none">✓ Business Development in terms of new client hunting.✓ Worked in BTL sector, Digital Marketing, PR & communication.✓ Planned and executed Brand Activations in Modern Trade & Retail for different brands.✓ Planned and executed fruitful corporate events.✓ Maintained in house digital clients and serviced them on time.✓ Worked closely with content creation, content developing, copywriting & community management team for social media platforms.✓ Managed 8/10 digital accounts at a time.✓ Planned and executed successful digital campaigns on social media.✓ Worked with PR & communication for different brands.✓ Involved with PR Planning, PR strategy, PR execution as per client requirement.✓ Professional Presentation making & pitching.✓ Worked as a team leader.

Company Name	:	Solution Hub
Details	:	360 Advertising Agency
Designation	:	<u>Assistant Manager</u>
Period	:	3rd September-2017 to 31st March-2019

Responsibilities :

- ✓ Worked as a team player for a 360 advertising agency.
- ✓ Handled digital clients and provided client servicing.
- ✓ Media Buying and Media Planning.
- ✓ Worked closely with brand activation, roadshow, trade marketing, digital sales channel development, corporate events.
- ✓ Professional presentation making & pitching to clients.
- ✓ Brand guideline making and building marketing strategy & planning.
- ✓ Worked with online & offline news portals for press release, media and communication.
- ✓ Worked with production/branding/merchandising.
- ✓ Planned and executed HoReCa channel.
- ✓ Copywriting and Content development.
- ✓ Worked with community managers for better sales growth and also with delivery team.

Company Name : Showcase Magazine
Designation : Creative Executive
Period : 22nd April-2015 to 22nd July-2017



AREA OF EXPERTISE

- ✓ Planning & Strategy (Digital, BTL, PR)
- ✓ Digital Marketing (Facebook, Instagram, YouTube, Google)
- ✓ Content Writing.



ACADEMIC QUALIFICATION

Exam Title	Institute	Pass. Year
BSc. In Aeronautical Engineering (Major in Mechanics)	Bangladesh Airlines Training Center	2016
GCE A-Level (Science Group)	Academia	2012
GCE O-Level (Science Group)	Academia	2010



KEY SKILLS

- Ability to work under pressure, Decision Making, Time Management, Self-Motivation, Multitasking.











PERSONAL QUALITIES

- ✓ Excellent communication skills in Bangla and English.
- ✓ Punctual, Polite, Soft in Nature, Flexible and Adaptable
- ✓ Extremely motivated towards career
- ✓ Disciplined and Quick Learner
- ✓ Responsible, Sincere and Hardworking
- ✓ Leadership



REFERENCES

 Tanvir Morshed  CEO  Prominent Tec  01787-693150  Tanvir.morshed@gmail.com	 Tanzir Ahmad Rabby  Executive Director  Greenovent  01712-001092  rabby@greenovent.com
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Signature:

