

# Sazzadul Islam Romel



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## Career Objective

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I am an enthusiast trying to establish myself as a result oriented marketing professional and a valuable employee with my experience in market research and the learning ahead.

## Experience

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### Field Marketing Executive

Japan Tobacco International (September, 2020- Present)

### Ad-hoc Qualitative Research Consultant

The Nielsen Company Limited (March, 2018 – June, 2018)

1. Actively worked in more than 80 market research studies.
2. Done moderation (FGD and IDI), Interpretation, Content analysis and report writing.

### Marketing Intern

RSPL Health BD Ltd (December, 2019- April, 2020)

1. Successfully led and managed nationwide program 'Brand Promoter Activation' from December, 2019-March, 2020).
2. Frequent Market Visit and implementation of new POSM program.
3. Active contribution in year long Marketing Plan for the year 2020-21.

### Executive, Events

Show & Tell (October, 2017- March, 2018)

1. Actively worked in organizing more than 20 National and International events.
2. Worked in the planning of 63rd Commonwealth Parliamentary conference event.

## Education

Subject/Major	Institution	Year	Result
Bachelor in Business Administration (Management)	Faculty of Business Studies, University of Dhaka.	2019	3.05
Higher Secondary (Business Studies)	Notre Dame College, Dhaka.	2015	4.83
Secondary (Business Studies)	Narinda Government High School	2013	5.00

## Extra Curriculars

### Deputy Head, Corporate Affairs

#### Voice of Business (2016 – 2018)

1. Managed advertisements for VoB’s yearly magazine.
2. Was awarded Executive of the year
3. Managed the title sponsorship for Brandrill 2017, the first national Branding competition in FBS.
4. Organized several events such as competitions, corporate grooming session and skill development events.

### Cadet Sergeant

#### Bangladesh National Cadet Corps (2009 – 2013)

1. Done 13 capsule camps and 4 Annul camps
2. Commanded for the guard of honor of Deputy Home Minister of Bangladesh (2011)
3. Commanded the Annual parade as the Central Commander of School.

## Skills

- ☐ Communication
- ☐ Flexibility
- ☐ Leadership
- ☐ Campaign Management
- ☐Public Speaking
- ☐Market Research
- ☐Collaboration
- ☐ Brand management

## Achievements

- Semi Finalist, Banglalink Ennovators 3.0, 2019
- Semi Finalist, Reckitt Benckiser Global Challenge 2019

## References

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