



# Resume of Sowad Bin Alam


## About Myself

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 Plot #1430, South Donia, Kodomtoli,

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## Career Objectives

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To pursue my career in a progressive and professionally managed organization, this will provide adequate opportunities and environment to draw upon my knowledge, experience and clear strengths for mutual benefits.

## Qualifications Summary

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- Business Development Specialist.
- Brand Development and Planning.
- Business Research and Analysis.
- Brand and Promotion Planner.

## Areas of Expertise

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|--------------------------------|--------------------------------|
| • Strategic Business Planning. | • Branding and Planning.       |
| • Corporate Communication.     | • Digital marketing            |
| • Marketing Communication.     | • Campaign management          |
| • Market Research.             | • Team Building and Leadership |

## Professional Experiences

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### ➤ Ispahani Group

Ispahani Building, 14/15, Motijheel Commercial Area, Dhaka 1000, Bangladesh.

Junior Division Manager,

Business Development Executive,

Ispahani Tea Limited & Ispahani Food Limited

(2<sup>nd</sup> November, 2019– Continuing)

### Major Responsibilities:

- Qualitative and quantitative research on product, market and Industry.
- Market survey and generate report on findings.
- Check and monitor the activities of sales person.
- Identify operational loopholes, discrepancies.
- Explore new opportunities and Identify threats.
- Develop and promote business and market.

### ➤ **Software Shop Limited (SSL Wireless)**

93, B New Eskaton Road, Dhaka- 1000, Bangladesh.

Business Development Executive,

Enterprise Solution.

(1st February, 2018 – 31<sup>st</sup> October, 2019)

### Major Responsibilities:

- Research organizations and build contacts with potential clients to create new business opportunities.
- Research the needs of other companies and connect the dots.
- Arrange meetings for senior management with prospective clients
- Analysis Market and Product line to develop new product.
- Prepare & conduct business communication documents, Proposals, Presentation with different Brands and Digital Agencies.
- Prepare business plan for cross marketing of different Brand.
- Create and Execute Branding and Promotion Plan SSL Wireless.
- Maintain knowledge of all product and service offerings of the company.

### Key Contributions:

- Participated in the Branding and Promotion Team of SSL Wireless.
- Served services and shared branding to different top class Brand.
  - Ex: Haval-Ace Autos.
- Managed different campaign with different agencies.
  - Ex: Bhalobasher Bangladesh- Media Com, Teer Little Chef- Ad Com.

### Fields of Specialization

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- Sound knowledge of Market Research techniques, methods and procedures.
- In-depth knowledge of branding, development, planning and documentation methods, and standards.

- Proficient in the use of Microsoft Office tools including Microsoft Excel, Power-Point and Visio.
- Planning, organizing, budgeting and team building.
- Revenue and profit growth strategies.
- Client liaison and relationship management.

## Skills & Expertise

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- **Office Applications :**
  - MS Word
  - Excel (Macro, Pivot Table, Vlook Up)
  - Power Point
  - Visio
- **Language Skill:** Fluent both English and Bangla.

## Education

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|--|--|
| <ul style="list-style-type: none"> <li>• Master of Business Administration (MBA)<br/>Major in Management Information System,<br/>University of Dhaka.</li> </ul> | Year: 2016- 2019<br>CGPA: 3.42 out of 4.00 |
| <ul style="list-style-type: none"> <li>• Bachelor of Business Administration (BBA)<br/>Major in Finance &amp; Accounting,<br/>North South University.</li> </ul> | Year: 2011-2016<br>CGPA: 2.93 out of 4.00  |
| <ul style="list-style-type: none"> <li>• Higher Secondary School (HSC)<br/>Business Studies<br/>Rifles Public School &amp; College, Dhaka</li> </ul>             | Year: 2010<br>GPA: 4.10 out of 5.00        |
| <ul style="list-style-type: none"> <li>• Secondary School Certificate (SSC)<br/>Business Studies<br/>A. K High School &amp; College, Dhaka.</li> </ul>           | Year: 2008<br>GPA: 4.81 out of 5.00        |

## Training

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- Office and Email Etiquette.  
SSL Wireless,  
09<sup>th</sup> May, 2019.
- Technical Training for Sales People.  
SSL Wireless,  
14<sup>th</sup>-17<sup>th</sup> May, 2019.

- Advance Excel and Reporting.  
Ispahani Tea Limited & Ispahani Food Limited,  
7<sup>th</sup> March, 2020.

## Extra-Curricular activities

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- Member of NSU Drama club.
- Participant in workshops, and seminars on Green Banking (2014).
- Participated in an Entrepreneurship program & successfully made a business plan & managed the business at local area trade fair (2012).
- Organized and performed in fresher reception programmer in college (2009) and debate in school (2007).

## Personals Details

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- Father's name : Late Md. Khurshed Alam
- Mother's name : Suraiya Begum
- Date of Birth : 12th August, 1993
- Marital Status : Unmarried
- Nationality : Bangladeshi

## References

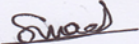
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## Declaration

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I hereby declare that the above mentioned information is correct to the best of my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.



Sowad-Bin-Alam