

Abu Saleh Muhammad Saimon

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CAREER OBJECTIVE

To seek a challenging career in Marketing and be a part of progressive organization that gives a scope to enhance my knowledge and utilizing my skills towards the growth of the organization.

EDUCATION

North South University Bachelor of Business Administration, Marketing, CGPA 3.03	2019
Notre Dame College Higher Secondary Certificate, Business Studies, GPA 5.00	2014
Faizur Rahman Ideal Institute Secondary School Certificate, Business Studies, GPA 5.00	2012

PROFESSIONAL EXPERIENCE

Wholesale Club, Jamuna Group , Marketing Intern	October 2019 – December 2019
<ul style="list-style-type: none">» Developed contents for Wholesale Club's social media page, and landing webpage.» Coordinated assistant manager with corporate affairs.» Built long-term relationship with suppliers and vendors for branding, product display, and rent.» Executed strategy for product promotion for perishable goods, FMCG products.» Responded to customer queries on social media platform.	
Linkus , Video Jockey	November 2017 – December 2018
<ul style="list-style-type: none">» Hosted live shows» Designed contents for live shows.» Trained a team of five new video jockeys.» Lead a team of four to execute promotional campaign in North South University.	
AzonCode , Business Development Executive	January 2015 – October 2017
<ul style="list-style-type: none">» Designed corporate identity of AzonCode.» Planned and executed promotional activities.	

EXTRACURRICULAR ACTIVITIES

North South University Art & Photography Club

General Member

- » Executed photography exhibition "The International Inter University Photography Exhibition-IIUPE X".

Department of English and Modern Languages, North South University

Undergraduate Teaching Assistant

- » Managed approximately 35 students in the exam hall.
- » Checked exam scripts and recorded the marks in Excel sheet.

ACADEMIC PROJECTS

- » **Brand Management**, MKT465, "Sano Organic Coconut Sugar" under Meghna Group of Industries.
- » **Entrepreneurship**, MGT368, "Passeio Student Bus Service", entrepreneurial idea and business plan execution.
- » **Strategic Marketing**, MKT460, "Twig Toothpaste", marketing plan for a new SBU.

TECHNICAL SKILLS

Professional Software Skills

Microsoft Office (Motion and infographic PowerPoint slides), Typing Speed: 48 to 53 wpm, IBM SPSS.

Creative Software Skills

Photoshop, Illustrator, Premier Pro.

INTEREST

Technology (Consumer Electronics), **Graphic design** (Packaging Design, Digital Advertisement), **Business idea**.

REFERENCES

1. Bobby Hajjaj, Lecturer and researcher in Strategy Science, North South University, Dhaka, Bangladesh, Email: bobby.hajjaj@northsouth.edu, Phone: +880 1730-710336.
2. Md. Talha Abdullah Khan, Head of Business, Linkus Network Technology Bangladesh Limited, 9th Floor. Rupayan Millennium Square, North Badda, Dhaka 1212, Email: talha@linkuslive.com, Phone: +880 1636-756008.