



Sirajish Salakin

Affiliation and PR Manager | Business Development Associate | Business Graduate

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I aim to develop a career in the B2C Sales field and will work to get a 360-degree hands-on understanding of the discipline, focusing on training & people development as I believe such measures can increase the performance of an organization exponentially. Experienced Affiliation and PR Manager with a demonstrated history of working in the largest Edu Tech company of Bangladesh. Skilled in Business Development, research, Microsoft Excel, negotiation and team building.

WORK EXPERIENCE

Affiliation and Partnership Manager 10 Minute School Ltd.

01/2021 - Present

Dhaka, Bangladesh

- Scaled up the operation of the Affiliation and PR department and generated over 57% of total sales from this new sales channel which was over 1 crore taka a month.
- Onboarded the highest numbers of partners a month and generated thrice times more sales than my KPI.

Business Development Associate 10 Minute School Ltd.

08/2019 - 12/2020

Dhaka, Bangladesh

- Introduced a whole new sales channel in my company.
- Successfully organized and managed 8 divisional tours and 25+ sessions and activation programs all over the country.
- Helped the manager for overall operations based on public relations, marketing & sales for the company.

Senior Executive 10 Minute School Ltd.

03/2018 - 07/2019

Dhaka, Bangladesh

- Associated to ensure smooth operations of content creation & distribution among different digital platforms. Managed 6 Pages and 6 groups and ensured a smooth organic reach and growth.
- Created and designed few effective campaigns which came out really effective for the company. I initiated the Note Sharing Campaign, "Shikhi o Shikhai" which won the "National Digital Marketing Award 2018"

Intern 10 Minute School Ltd.

12/2017 - 03/2018

Dhaka, Bangladesh

- I was a 2nd-year undergraduate student and got hired as an intern in the Digital Marketing team to manage the Social Media platforms of 10MS and as a SmartBook creator.
- I became the "Intern Of The Month" among the 12 interns for my contribution. As a reward, the management reduced my internship period from 4 months to 2 months and placed me to the core team.

SKILLS

Microsoft Excel

Microsoft PowerPoint

Negotiation

Data Analysis and Management

Budgeting and Financial Management

Public Speaking and Presentation Skills

COURSES AND CERTIFICATIONS

Basics of Project Management (01/2021 - 12/2021)

International Business Management Institute, Berlin, Germany

Finance and Accounting (02/2021 - 04/2021)

International Business Management Institute, Berlin, Germany

PERSONAL PROJECTS

Canadian University -10MS HSC Live classes (04/2020 - 06/2020)

Casio-10MS Math Live Classes (05/2020 - 08/2020)

EDUCATION

**Bachelor of Business Administration
in Marketing and Human Resource**
BRAC University

05/2016 - 05/2021

3.15

HSC
Bogra Cantonment Public School and College
07/2013 - 05/2015

5.00

SSC
Bogra Cantonment Public School and College
01/2001 - 03/2013

5.00