



SAYEM AL MEHEDI

Laskerhati, Basudebpur, Godagari, Rajshahi

Cell: 01717430630, 01520090293

Email: mehdialsayem@gmail.com

LinkedIn : www.linkedin.com/in/sayem-al-mehdi-51537046

Summary

Objective

Want to pursue a long term career taking challenges & committed to achieve result by working in a competent sector with an ethical mind. Also driven by own work; cheer for success and take responsibility for failure.

Education

Post Graduate Degree

Master of Business Administration

Major: Marketing

Jahangirnagar University

Passing year: 2016

Result: 3.62/4.00

Undergraduate Degree

Bachelor of Business Administration

Major: Marketing

Jahangirnagar University

Passing year: 2015

Result: 3.65/4.00

Higher Secondary Certificate (HSC)

New Govt. Degree Collage, Rajshahi.

Group: Business Studies

Result: GPA 5.00/5.00

Year: 2009

Secondary School Certificate (SSC)

Basudebpur High School, Rajshahi

Group: Science

Result: GPA 4.94/5.00

Year: 2007

Scholarships and Honors

- H.S.C Board scholarship (General) in 2009
- Duke of Edinburg International Award, awarded by The Duke of Edinburg's Award International Association, London, UK; dated on 18 June, 2014

Work Experiences

Territory Manager (Aug,2016-Feb, 2017)

Golden Harvest

- Activity monitoring of distributor within the assigned territory.
- Set channel footprint across the territory as per plan.
- Daily sales monitoring of sales force within the assigned territory.
- Managing systems and compliance of distributors and retailers.
- Ensuring proper trade promotion & BTL activities.
- Training and development of company's sales and service force. Also, lead & guide a team of total 30+ sales force in a way that they keep on winning market every day.
- Strongly monitor distributor KPI achievement & their overall operation to keep things going as per Company Distribution Guideline.
- Train & develop distributor Field Force as true ambassador of GH in the field.

Intern (May,2016-July,2016)

AKIJ FOOD & BEVARAGE LIMITED (AFBL)

- New product and brand development.
- Brand activation, advertisement placement, promotional activities & event management.
- Research questionnaire development, survey, FGD, Data entry.

Intern (Oct, 2014-Dec, 2014)

Premier Cement

- Sales and Distribution management.
- New product and brand development.
- Brand activation, advertisement placement, promotional activities & event management.

Extra qualifications

Leadership Activities

- ICC World Twenty20 Bangladesh 2014, Organizing volunteer at Pepsi marketing team to protect ambush marketing, March 12, 2014 to April 06, 2014.
- Jahangirnagar University Marketing Club, Founding Co-Convenor.
- One of the proud founders' of Jahangirnagar University Career Club (JUCC).
- PDF Summer Challenge 2014, Manager in HR, Raising awareness regarding Common gender (Grand Finalist) June 14, 2014 to July 19, 2014.
- Dialogue on Transgender's Right at Jahangirnagar University, Organizer, 16 July 2014.
- Badhon, Jahangirnagar University, Dhaka, Bangladesh, Volunteer and Blood Donor, From March 2011 to present.
- Honorary advisor of "Dikkha" & "JUCC".

Other Activities

- Making advertisement on The Daily Kalerkontho (Assignment Purpose)
- Making advertisement on Destination marketing: Manikganj (Assignment Purpose)
- Making advertisement on Deposit Saving Scheme (Assignment Purpose)

Trainings Programs, Seminars and Research

- **Event: Target marketing practices By- Prof. Mizanur Rahman (Jan, 2013)**

Zahir Raihan Auditorium, JAHANGIRNAGAR UNIVERSITY, Savar, Dhaka.

This seminar highlighted how organizations chosen their right targeting segmentation to serve with their unique marketing strategy.

- **Event: Supply Chain Management (Feb, 2013)**

The experience academy, Dhaka, Bangladesh

This workshop highlighted management of an interconnected or interlinked between networks, channels and node businesses involved in provision of product and service packages required by the end customers in a supply chain.

- **Event: Research Fellow (Jan, 2015- Aug 2015)**
RACE (Research For Advancement of Compete Education)

The objective of the research is to demonstrate a quality primary education where primary school kids could get best possible start of their life.

Personal Information

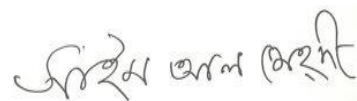
Name	: Md. Sayem Al Mehedi
Father's Name	: Md. Saiful Haque
Mother's Name	: Mst. Sayema Begum
Permanent Address	: Laskerhati, Basudebpur, Godagari, Rajshahi
Date of Birth	: December 25, 1992
Height	: 5'10"
Blood Group	: AB+

Reference(s)

Farhana Sehreen
Associate Professor
Department of Marketing
Jahangirnagar University.
Email- fsehreen515@yahoo.com
Mobile: +8801733911333

Asif Rumman
Assistant Vice President
Learning & Development Centre (HRM)
United Commercial Bank (UCB)
Email- asif.rumman@ucb.com.bd
Mobile: +88 01776793368

I hereby consciously certain that all the particulars mentioned above are true. I myself will be liable for any misinformation mentioned herewith.



Md. Sayem Al Mehedi