



# SHAHRIAR MAHMUD RIZVI

SENIOR EXECUTIVE, BRAND & MARKETING

## EXPERIENCE

(3 YEARS +)

03/09/2018  
to  
Continuing

● **PROGOTI SYSTEMS LTD.**  
Senior Executive, Marketing

- Participate in annual marketing plan and budget preparation aligned with SureCash vision.
- Prepare, execute & follow up marketing campaigns as per timeline.
- Ensure presence of SureCash home and abroad in traditional media (newspaper, magazines), electronic media (TV, radio) and digital media (websites, social media, blogs).
- Participate in organizing event, seminar etc.
- Keep liaison with cross functional teams for seamless marketing operation.
- Analyze current consumption trend and identify new opportunities, hence prepare marketing action plan

04/16/2018  
to  
08/31/2018

● **BUILDING TECHNOLOGY & IDEAS LTD. (bti)**  
Senior Executive, Brand & Marketing.

- Initiate, plan and execute ATL marketing.
- Maintain liaison with media and agencies to get best rates and PR leverage.
- Initiate, plan and execute corporate partnerships.
- Maintain internal files to be on top of when new projects are launched so that communication plans are on schedule.

09/15/2015  
to  
04/15/2018

● **BIKROY.COM LTD.**  
Senior Executive, General & E-commerce

- Educate clients regarding our online platform.
- Establish strong and long term relationship with business org.
- Encourage business owners to purchase our premium services.
- Enhance clients skills of online promotion through Bikroy.com.
- Ensure perform according to monthly defined KPI's.
- Emphasis on team work and achieving cumulative goals through leading a team as a team leader.

## KEY ACHIEVEMENT

- Successful campaign of bti Golf Tournament 2018 with highest amount of press release & few tv coverage.
- Acheived KPI 10 months in a row and awarded as Team of the H2 2017-2018 in Bikroy.com.
- Promoted to Senior Executive from Executive on Jan 2018 in Bikroy.com.

## SPECIALIZATION

- Brand & Marketing
- E-commerce
- KAM
- Business development

## CAREER OBJECTIVE

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

## CONTACT

### PHONE

+880 1766 928602  
+880 1670 840036

### E-MAIL

shrizvi@outlook.com

### ADDRESS

23 West Nakhalpara, Tejgaon,  
Dhaka 1215.

## SOCIAL MEDIA

### FACEBOOK

facebook.com/HelloRV

### LINKEDIN

bd.linkedin.com/in/shrizvi

## EXPECTED SALARY

45,000 BDT

## REFERENCE

### MISHA ALI

CEO, Cookups  
Ex Marketing Director, Bikroy.com  
Ph: +880 1713 107679

### AWLAD HOSSAIN

AVP, Head of Marketing  
Progoti Systems Ltd.  
Ph: +880 1980 001564

## EDUCATION

- 2014 ● AMERICAN INTERNATIONAL UNIVERSITY - BANGLADESH
  - Exam Title: B.B.A.
  - Concentration / Major: Marketing
  - Result: 2.93 out of 4
- 2009 ● DHAKA COMMERCE COLLEGE
  - Exam Title: H.S.C.
  - Concentration / Major: Business studies
  - Result: 4.6 out of 5
- 2007 ● ARMANITOLA GOVERNMENT HIGH SCHOOL
  - Exam Title: S.S.C.
  - Concentration / Major: Science
  - Result: 4.31 out of 5

## EXTRA CURRICULAR ACTIVITIES

- Electronic Music Producer
- Live DJ
- Member of Dhaka Electronica Scene
- Released few singles and attended few shows of some renowned FM radio in Bangladesh.

## LANGUAGE

- BENGALI ● Native
- ENGLISH ● Professional

## SKILLS

