

# SHAMS ISTIHAD

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## CAREER OBJECTIVE

Highly focused and passionate for doing marketing exertions as well strongly dedicated in brand development, marketing research, sales, service and customer oriented jobs. In a fit state to adapt with organizational culture and deliver attained ideas, skills in order to contribute to the success of the company and also gain new excellences through involving and working.

## WORK EXPERIENCE

### ➤ Assistant Manager, Business Development at MySoft Ltd.

Location: Kawran Bazar, Dhaka

July, 2021 - Present

#### Key Responsibilities:

- Analysis and find alternative sales channels
- Workings with partner agencies for market activation
- Design & Create different segmentations for Health Tech products
- Do the partnerships with different Corporates, Hospitals & Diagnostics
- Lead the sales team
- Social media branding & PR of the company

### ➤ Team Lead, Business Development at Doccure Health Tech (Concern of Joy Technologies Ltd.)

Location: Niketan, Gulshan-1, Dhaka

July, 2020 – June, 2021

#### Key Responsibilities:

- Responsible for making the marketing & business plan
- Pitch the services to corporate clients (RMG, Telco, FMCG, IT)
- Ad sales and get sponsorship for videos from pharmaceuticals
- Maintaining good relationship with all channel partners
- ATL & BTL communication planning and execution
- Brand element management and product development
- Planning & execution of doctor onboarding in the app
- Lead the sales & marketing team
- Digital & Social channel advertising



## ACADEMIC SKILLS

- Quantitative Research
- Great Knowledge in SPSS
- Social Media Expertise
- Proficiency in Microsoft Office
- Good Knowledge in Facebook Ad Manager
- Excellency in English Speaking
- Good Listening and Writing

## PERSONAL SKILLS

- Excellent Presentation Execution
- Communication Approach
- Strong Work Ethic
- Quick Adaptability
- Team Leading Attitude
- Critical & Calm Thinker
- Calculative Decision Maker
- Unswerving Capability
- Time Management
- Energetic & Artistic Sense

## EXPERTISE AREA

- B2B Sales
- Brand Management
- Creative Content
- Customer Relationship Management
- ATL & BTL Communication Design
- Customer Communication Management
- Business Development Planning
- Retail Relationship Building
- Marketing Planning

## REFERENCE 1

DR.KHONDAKER SAZZADUL KARIM  
MBA (INDIA) Ph.D. (MALAYSIA)  
Associate Professor & Coordinator  
Dept. Of Marketing, FBA  
American International  
University Bangladesh (AIUB)  
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## REFERENCE 2

MR. FAISAL KARIM JONY  
Chief Executive Officer  
Grand Tours & Travels  
+8801985111888  
[fkarim19@gmail.com](mailto:fkarim19@gmail.com)

### ➤ Marketing Executive at Grand Tours & Travels

Location: Banani, Dhaka  
April 2018-June 2020

#### Key Responsibilities:

- Digital marketing planning & execution
- Customer segmentation & communication planning
- Customer retention & loyalty program planning
- Communicating with vendors globally
- Corporate sales planning & execution
- Evaluating market competitors
- Developing new business strategies & opportunities

### ➤ Internship at The Acme Agrovet & Beverage Ltd. (Under Brand Department)

December 2017-March 2018

#### Key Responsibilities:

- Visit distributors and retailers for finding issues and improving relationship
- Assist in new product development
- Assist in branding of different products
- Preparing weekly, quarterly and monthly reports on product performance
- Did a research on retailers attitude towards TAABL products and collected 200 retailer data from different areas in Dhaka

### ➤ Marketing Research Assistant (Under Faculty Supervision at AIUB)

Part-time, September 2016- December 2017

#### Key Responsibilities:

- Collect research data from primary and secondary sources
- Analysis research framework model
- Writing research paper & interpretation of research data

## EDUCATION

### ➤ 2021-2022: University of Scholars

Master in business administration (MBA)

Major in Marketing

CGPA: 3.71

### ➤ 2019- 2022: University of Dhaka

Master in business administration (EMBA)

Major in Tourism and Hospitality Management

CGPA: 2.98

### ➤ 2015-2018: American International University Bangladesh (AIUB)

Bachelor in business administration (BBA)

Major in Marketing

CGPA: 3.23

### ➤ 2011-2013: Dhaka Residential Model College

Higher secondary certificate (HSC)

Studied in: Business studies

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## ACHEIVEMENTS & CERTIFICATION

- Successfully published research paper on International Journal. Link: <https://www.jobmer.org/page/2/?fbclid=IwAR24UtPBm7OnWsmAbh9irarV0AfN2fodKzPkCGbpmMFaXY7-bJctbulBiDw>
- Secured a big deal with HAMS Garments for their workers health benefit package while working at Doccure Health on 2nd June, 2021
- Made the highest sale on December 2019 of total 28 Lakhs 50 Thousands individually
- Became “The Employee of the month” 8<sup>th</sup> times at Grand Tours and Travels
- Certificate of finalist in the “AIUB Marketing Mastermind 2016” competition organized by LIRA GROUP held on December 8th, 2016.
- Certification of Participation for successfully participated in “Corpo Route Key-2” held on March 25<sup>th</sup>, 2017 at AIUB.
- 1<sup>st</sup> runner up in the Poster Competition for the course of Social Science held during semester fall 2016-2017.
- Certificate of Appreciation for participating in the “Operation Management Workshop” event organized by Department of Accounting & Finance held during semester Spring 2015-2016.

## RELEVANT COURSEWORK

- Successfully done a **marketing research** on Consumer Attitude towards Celebrity Endorsement and collected 150 samples for data analysis.
- Prepared a **marketing plan** for PATHAO in Strategic Marketing course.
- Assigned as **team leader** and announced best group for preparing a report and presentation on Gap analysis of Blockbuster Movie Theater.
- Successfully executed a **sales campaign** event of Sepnil hand sanitizer as group task of Sales Management course.
- Filmed a OVC, prepared report and presentation on **Distribution and Promotional** strategies of JOYA Sanitary napkin in rural market.