

Sidra Islam Shemme

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Objective

A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic, and improving search rankings seeks a position of Marketing Associate to maximize brand awareness and revenue through integrated marketing communications.

Professional Experience

Product Executive

Royal Toiletries Ltd

10/2016 – Present

Mohakhali DOSH, Dhaka, Bangladesh

Job Responsibilities:

- Proficient as a creative marketer and sales leader in all aspects of the business growth process, including market trend analysis, promotions and brand positioning.
- Effective hiring, training, mentoring, management, deployment and development of reliable personnel at staff and field levels.
- Mentoring and motivation of team to achieve peak performance, penetrate competitive markets, maintain top quality service.
- Multi-tasking talents in new product launches, organization, market analysis, multi-department operations.
- Focused skills in operational excellence, relationship building, positive attitude and executive accountability.
- Dealt with foreign delegates.
- Personally mentored sales associates.

Owner

Ishika Fashion

05/2015 – 09/2016

Mirpur Shopping Center

Mirpur-2, Dhaka, Bangladesh

Job Responsibilities:

- Recruiting, training, supervising and appraising staff
- Managing budgets
- Maintaining statistical and financial records
- Dealing with customer queries and complaints
- Overseeing pricing and stock control
- Maximizing profitability and setting/meeting sales targets, including motivating staff to do so.

Skill & Knowledge

Language:

- Bangla
- English
- Hindi

Strengths:

- Hardworking
- Quick Learner
- Team Player
- Self-Motivated

Software:

- MS Word
- MS Excel
- Power Point.

Passions

- Music
- Traveling
- Knowledge Sharing
- Reading

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Pas.Year	Duration
Master of Business Administration (MBA)	Accounting & Information System	Uttara University	-	Pursuing	2
Bachelor of Business Administration (BBA)	Accounting & Finance	American International University Bangladesh	2.99	2014	4
Higher Secondary Certificate Examination (HSC)	Business Studies	Dhaka Imperial College	4.3	2009	2
Secondary School Certificate Examination (SSC)	Business Studies	M.D.C Model Institute	3.88	2007	10

Personal Details :

Father's Name : Md. Shirajul Islam
Mother's Name : ShahanaPervin
Date of Birth : December 2, 1992
Gender : Female
Marital Status : Single
Nationality : Bangladeshi
National Id No. : 5985244671
Religion : Islam
Permanent Address : Flat#C2, House-1, 2, Road-36, Block-Ta,Section-12,Pallabi,Mirpur,Dhaka.
Current Location : Dhaka Division

Reference**S K ShahanurRahaman**

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Tanjila Alam

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(Sidra Islam Shemme)