

A.S.M. SAYEM

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Dear Sir/Mam,

I am **A.S.M. Sayem** and I would like to introduce myself as well as my competencies and experience to get the opportunity to work in your organization through this cover letter.

I strongly believe that my influential & situational leadership style, communication skill, problem solving skill, relevant knowledge, proactive nature, innovative ideas & 5 years working experience in total have made me confident enough to be a perfect candidate to apply for the post.

Currently, I am working in **Tech Cloud Ltd.** as a **Senior Marketing Executive** since February'18. At the same time, I work as **Trainer** at **Liakat's IELTS Academy** on a part-time basis. Previously, I have worked as a **Customer Service Agent** at **Grameenphone Ltd** from May'14 to January'16. I also worked in **Room to Read** (Bangladesh Branch) from April'16 to January'18 as a **Data Collector**. In the meantime, I came across these **Computer Proficiencies**: Microsoft Office, AutoCAD, Adobe Photoshop, Adobe Illustrator, SEO, Basic HTML, WordPress, Data Recovery, Basic Computer Hardware Setup etc. Additionally, I mastered in the use of **CRM Protocol** powered by Oracle Corporation.

As far as my academic qualification is concerned, I have completed **BBA in Marketing** from **East West University** with **CGPA 3.36** and while studying, I came across different activities arranged by distinguished clubs in the **East West University** like **Business Club, Sports Club** etc. Currently, I am studying for my **MBA Degree in Finance & Banking** at **Bangladesh University of Professionals (BUP)**.

Additionally, I achieved **IELTS score 6.5** which proves my **English** skill. But I also have knowledge in **Hindi, Urdu** and **Spanish**. So, I am convinced that the broad experiences I managed to gather in my academic and previous work life has equipped me with a strong set of valuable competencies that meet your needs.

I am eager to combine my previous experiences with my passion for the new career fields in order to work hard and make a meaningful contribution to your organization.

I would welcome the opportunity for a personal interview to discuss all these issues with more details.

Sincerely yours,



A.S.M. Sayem

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Career Objective

- To work as a **Marketing Professional**
- To secure a **Growing** career
- To ensure the **Utilization** of competencies and knowledge

Proficiencies

- Market Analysis
- Telemarketing
- Negotiation & Change Management
- Communication & Coordination
- Reporting & Documentation
- Team Management
- Corporate Sales
- Digital Marketing
- Supervision & Follow Up
- Big Data Analysis

Working Experience

1. **Name of the Organization:** Tech Cloud Ltd.
Designation: Senior Marketing Executive (Sales)
Duration: February' 2018 – Present

Job Responsibilities:

- Maintaining **relationship** with clients.
- **Branding** and **promotion** of the company and it's services.
- Generating **Sales** based on the target.

Key Achievements:

- **100%** sales target fulfillment.
- Reaching at least **80%** of the targeted prospect every month.

2. **Name of the Organization:** Room to Read
Designation: Data Collector (Literacy Program)
Duration: April' 2016 – January' 2018

Job Responsibilities:

- Collecting data from the **targeted territory**.
- Creating collaboration with interested **clients**.
- Conducting **literacy campaign** in different regions.

Key Achievements:

- Collecting **87-94%** feasible data over the period.
- Analyzing data based on responses (Sample size: **5000+**)

3. **Name of the Organization:** Grameenphone
Designation: Customer Service Agent (Contact Center)
Duration: May' 2014 – January' 2016

Job Responsibilities:

- Providing **services** to customers.
- Conveying customers' **feedback** to the top management.
- Maintaining **communication** equipment.

Key Achievements:

- **95%** adherence fulfillment.
- **100%** sales target fulfillment.

Personal Information

Date of Birth: 28 Dec, 1994

NID No: 19942694811000609

Passport No: EB 0771465

Academic Qualification

- Master of Business Administration (**MBA**) in **Finance & Banking** from **Bangladesh University of Professional** (Running)
Expected Passing Year: **2020**
- Bachelor of Business Administration (**BBA**) in **Marketing** from **East West University** with CGPA **3.36** out of **4**
Passing Year: **2018**
- Higher School Certificate (**HSC**) in **Science** from **Dhaka City College** with GPA **4.80** out of **5**
Passing Year: **2012**
- Secondary School Certificate (**SSC**) in **Science** from **Monipur High School & College** with GPA **5.00** out of **5**
Passing Year: **2010**

Working Experience as Volunteer

- Volunteer at **EWU Business Club** (2014-2017)
- Volunteer at **JAGO Foundation Bangladesh** (2015-2016)
- Volunteer at **British Council** – World Book Day Program (2014-2016)

Extracurricular Activities

- Participated in the **Career Workshop** by EWU Business Club
- Participated in the Project Presentation on **Entrepreneurship Development**
- Participated in several events by **LFCOSCBD** (<https://www.facebook.com/groups/liverpoolfcdbfans/>)
- Participated in numerous events organized by **Bangladesh Youth Leadership Center (BYLC)**

Project Experience

- **Insurance Policy** for Women In Order To Decrease The Level of Exploitation At Workplace.
- **Social Media** Impacts on Consumers' **Smartphone** Purchase Behavior.
- Lever Ayush Launch Project (**Revised Product Bundle**)

Professional Training

- **Digital Marketing** by Bangladesh ICT Division (2017)
- **SEIP** (Skill for Employment Investment Program) Training Program by Bangladesh ICT Division (2018)
- **Digital Marketing** by Google Digital Garage (2018)
- **Content Marketing** by HubSpot (2019)

Language

- Fluent in **Bangla** and **English** (Reading, Writing & Speaking)
- **IELTS**: Overall Score **6.5** (Candidate No: 003225)
- Basic knowledge in **Hindi, Urdu, Tamil, Telugu, Malayalam & Spanish**

Computer Proficiency

- | | |
|----------------------------|-----------------|
| • Microsoft Office Package | • SEO |
| • CRM Protocol (Oracle) | • Basic HTML |
| • IBM SPSS | • WordPress |
| • Adobe Photoshop | • Data Recovery |
| • Adobe Illustrator | • Auto CAD |

References

- **A. K. M. Saidur Rahman**
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Designation: Senior Bench Officer
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- **MD. Arifur Rahman**
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Thank You