

MD SAJID KAMAL

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Career Summary

FMCG brand strategist with over 6 years of experience in new product development, digital marketing, and integrated campaign management. Proven track record in launching multi-channel marketing initiatives and developing brand architectures that drive business growth. Data-driven approach with expertise in leveraging consumer insights to create impactful, culturally relevant campaigns.

Special Qualification

- **Technical Skills:** JAVA, Python, MySQL, MS Excel, Figma, HTML, ChatGPT
- **Marketing & Project Management:** Brand Development, Business Development, Campaign Management, Product Development, Digital Marketing, Sales Operation, RTM, SaaS, B2B Sales
- **Analytics & Research:** Market Research, Data Analysis, Business Intelligence
- **Industry & FMCG:** Food, Health & Hygiene, Beauty & Skincare, FMCG, E-commerce, Go-to-Market Strategy

Employment History

Ghorerbazar

May 2025

Brand Manager

- Developed new product categories, Honey Portfolio (Sundarban, African Wild, Black Seed, Lychee Flower) categories, Mustard Oil category, Gawa Ghee category, Functional Foods (Beetroot, Ashwagandha, Pink Salt, Chia Seed etc.) from rebranding, new packaging format ideation to GTM.
- Developed SOP, Annual Business plan and month to month operational structure for the whole company.
- Developed brand wise P&L, category contribution and margin monitoring system set up along with dashboard.
- Brought sales growth to 140% by strategizing and executing various campaigns and promotions across the channels.
- Designing the RTM for Ghorerbazar for retail market penetration for the first time in its history.

Akij Bakers Ltd.

Mar 2024– Apr 2025

Brand Strategist & Lead, Digital Marketing

- Developed two new product categories, Chanachur and Chocolate, from ideation to go-to-market strategy while integrating comprehensive brand development and digital marketing tactics.
- Architected and refined the brand positioning for the chocolate portfolio, aligning messaging and values with market trends and consumer insights.
- Designed and executed over 100 integrated digital campaigns across multiple channels to achieve targeted business objectives and enhance brand equity.
- Led the rebranding initiative for an English Medium School under the corporate umbrella, ensuring consistency of brand identity across various consumer touchpoints.
- Coordinated corporate branding initiatives for Akij Insaf Group, leveraging cross-functional collaboration to strengthen overall brand presence.
- Developed profitability and bottom-line dashboards for each brand, utilizing data-driven decision making to monitor performance and optimize future strategies.

Remark HB Limited

Jul 2023 - Feb 2024

Assistant Brand Manager (Deputy Assistant Director)

- Launched the GTM strategy for the Herlan Cosmetics Portfolio, incorporating multi-channel campaign execution to boost market penetration.
- Designed and executed a digital campaign that increased online sales by 60%, demonstrating effective project management and performance optimization.
- Coordinated the new product development, production, and launch of a comprehensive total powder project, ensuring brand consistency and timely execution.
- Secured global media coverage for the Herlan portfolio, aligning integrated marketing efforts with strategic brand positioning.
- Organized spot activations at various trade shows and gala events, fostering strong community engagement and enhancing overall brand visibility.

Meghna Group of Industries (MGI)

Jul 2022 - Jun 2023

Brand Executive

- Designed Trade Program for Noodles to boost short term sales growth by 172%
- Designed Trade Program for Snacks & Confectionery to boost short term sales growth by 158%
- Developed MGI flagship store program under which more than 50 grocery stores dedicatedly sold only MGI products.

- Strategized and helped develop a dedicated sales channel for Noodles and Snacks (PL - N)
- Developed and Launched 1 Jhal Muri SKU, 2 BBQ Chanachur SKU, 3 Candy SKU, 2 Wafer SKU.
- Oversee 360-degree tactical campaign launch for Fresh Noodles.
- Successfully managed a team that developed monthly content calendar resulting in 50% increase in engagement and reaction.

Akij Bakers Ltd.

Jul 2020 - Jun 2022

Brand Executive

- Built 3 brands from scratch (Yum, Funtastic & Fast) that have grabbed 2nd highest market share in their respective categories
- Strategized and assisted in developing short-shelf sales channel that is selling avg. 10.5 crores in 6 months
- Developed and launched 22 Cake SKUs, 7 Bread SKUs & 6 Bun SKUs under 3 different brands
- Assisted in developing and executing two 360-degree thematic campaigns, one 360-degree CSR campaign, 11 digital campaigns (including setting-up and developing all digital platforms)
- Devised and implemented 17 different activations (mix of spot, road, school & residential)
- Oversee product development of innovative products (4 cakes, 1 bread & 1 chips)
- Developed and Curated contents for 3 Facebook pages, 3 Instagram accounts and 1 LinkedIn page
- Successfully led a team of developers to launch the official corporate website
- Communicated and directed local and international marketing agencies to develop companywide brand architecture.
- Assisted with developing 4 different cookies biscuits; Choco-mate, Horlicks, Ovaltine & Saltice
- Prepared conclusive reports on consumer preference on Brand elements such as, corporate logo, mother brand name & logo (Bakeman's), 4 different pack designs.

Criticalink

Feb 2017 - Dec 2019

Trainer and Team-leader (Part-Time)

- Trained over 700 volunteers on Emergency First-Aid Treatment.
- Organized and conducted training sessions for 4 corporate houses, 10+ medical groups, 10+ volunteer bodies, 6 Universities.
- Collected and distributed funds & materials for disaster relief such as 2017 flood, Kurail Bosti Fire etc.
- Imparted medical aid to student movement participants in 2018

Academic Qualification

North South University

2016 - 2020

BBA, MIS and Marketing

- **GPA:** CGPA:3.13 out of 4

IBA, DU

2014 - 2016

BBA, General

- **GPA:** Credit Transferred

St. Joseph Higher Secondary School

2012 - 2014

HSC, Science

- **GPA:** CGPA:5 out of 5

Banophool Adibashi Green Heart College

2012

SSC, Science

- **GPA:** CGPA:5 out of 5

Training & Certifications

- **Digital Ad Expert Certification:** Aleph Group Inc., Meta, GDN, LinkedIn, TikTok, Snapchat, X, 2024, 6 months
- **Meta Business Suite Expert:** Meta Blueprint, Business & Ad Manager, 2023, 1 year
- **Google Analytics Certification:** Google Digital Academy, Google Analytics 4, 2023, 1 year
- **Google Ads Certification:** Google Digital Academy, Google Ads, 2023, 1 year
- **Effective Consumer Communication:** Brand Practitioners Academy, Agency - Client communication, 2022, 3 days
- **First Responder Training:** Criticalink, Emergency first-aid for accident victims, 2017, 3 months