

Syed Khaleque

2-1509 N. Artesian Ave, Chicago, IL, 60622 • syedkhaleque@gmail.com • (401) 451-2598

Professional Experience

Jan. 2022 to current	SykClicks Media, Managing Director Startup Co-founder of a Digital Marketing Agency <ul style="list-style-type: none">Generated \$200K in 5 months of sales for 3 DTC customers.Developed SOP and digital marketing revenue generation model.	Chicago, IL
April. 2021 to Dec. 2021	Procter & Gamble, Senior Account Executive P&G Hair Care Account Executive for Ahold Delhaize <ul style="list-style-type: none">Sold in 20 incremental Pantene, Head & Shoulders, and Herbal Essences items at Food Lion & Hannaford, leading to forecasted +10% sales growth.Managed P&G Hair P&L and over delivered KPIs with a -9% reduction in spending by optimizing promotional events.Led a team of two direct reports and helped develop Category management skills.	Charlotte, NC
June 2017 to March 2021	Procter & Gamble, Senior Account Executive eCommerce Account Executive for all 11 P&G Categories with Walgreens.com <ul style="list-style-type: none">Won the Walgreens 2020 Digital Supplier of the Year award.Grew P&G sales by 400%, ahead of Category growth by over 200%.Reviewed Walgreens.com distribution gaps for key categories and sold 150+ incremental SKUs that generated \$18M in sales.Created best in class merchandising plans that leveraged P&G digital marketing and Walgreens ecosystems to drive traffic that increased conversion, leading to sales growth.Researched and presented P&G Shopper Based Design insights to the Walgreens GM which showed how to dramatically improve the Walgreens app & website. These insights were used by Walgreens to secure \$5M in investments.Coached and mentored 9 interns over 3 years and supervised individual Customer sell in projects on Distribution, Merchandising, and Shelving.	Chicago, IL
Nov. 2015 to May 2017	Procter & Gamble, Category Development Account Executive Category Manager for P&G on the CVS Health household paper account <ul style="list-style-type: none">Managed \$300M category sales, including \$90M for P&G, and facilitated 4% growth.Sold in P&G innovation such as Charmin Mega Rolls, Bounty Essentials, Puffs multi-packs, with incremental 4+ SKUs for distribution that generated \$12M in annual sales.Conducted Nielsen analytics research and presented insights to CVS VP that made P&G's Bounty the sole Paper Towel brand in NYC top stores.Analyzed CVS shopper segments and insights were presented to the President of CVS Health, leading to development of shopper tiers and personalized promotions.	Providence, RI

Aug. 2010 to Sep. 2015	Atlas Paper Bag, Sales & Marketing Manager Sales & Marketing Manager for the second largest paper bag converter in Canada	Toronto, ON
---------------------------	--	-------------

- Key accounts included Loblaws, Shoppers Drug Mart, Tim Hortons, and Subway.
- Managed accounts worth \$30M to help drive customer growth. Sold in innovation and new product initiatives while overseeing day-to-day issues on supply chain logistics, product performance, and customer communication.
- Conducted market research on the American grocery bag market which led to an \$8M investment in new machines.

Education

Aug. 2010	McGill University, B.A., Economics, Minor in Management	Montreal, QC
May 2005	Crestwood Preparatory College, Academic Excellence Award	Toronto, ON

Community Leadership

Aug. 2018 to Dec. 2021	P&G Asian Pacific American Network P&G Local Team Leader for Asian Pacific American Network (APAN) affinity group	Chicago, IL
---------------------------	--	-------------

- Organized cultural awareness events as well as recruitment and retention efforts.

Jan. 2006 to Aug. 2010	Sigma Chi Fraternity, Recruitment Chair (2008-2010) Recruitment Chair for the McGill University chapter of Sigma Chi fraternity	Montreal, QC
---------------------------	--	--------------

- Organized recruitment efforts, social events, and alumni outreach.
- Increased membership by 25%

Sep. 2007 to Aug. 2009	South Asian Women's Aid (SAWA), VP Finance VP Finance for SAWA, a club that promotes awareness and raises funds for women in Asia	Montreal, QC
---------------------------	--	--------------

- Managed \$20K annual budget and helped organize fundraisers.
- Oversaw financials for a 500-person annual fashion show across three college clubs that raised \$10K for charities in South Asia.

Key Software Skills

- Syndicated & POS Data: Nielsen, IRI, RSI
- Trade Fund Management: Accenture CAS
- Retailer Loyalty Platform: CVS ExtraCare
- Shopper Research: UserTesting, P&G Digital POG
- eCommerce Analytics: Edge by Ascential, Syndigo (Content Analytics)
- eCommerce Paid Search: Criteo, Google SEM
- Planogram Shelf Planning: Space Planning (JDA)
- Microsoft: Power BI, Word, Excel, PowerPoint, Outlook