

# RAJIB KUMAR SAHA

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## **Career Objectives:**

To work in a managerial position of Sales and Marketing Department of any fast growing local or multinational organization that has long term vision, established values and defined goals.

## **Professional Experiences:**

### **1. Abdul Monem Limited Beverage Unit (Coca Cola) Territory Officer (19th September'2019 – Present)**

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#### **Major Responsibilities:**

- Achieving monthly and yearly sales target as per Annual Operation Plan of the Territory.
- Driving Primary and Secondary sales target on a day-to-day basis for ensuring Market Leadership and Growth.
- Effectively implementing Sales, Promotional activities and Merchandising for the specified routes and distributor areas.
- Monitoring inventory in key Sales Points and ensure product availability and visibility in all the outlets.
- Regularly monitoring distribution gaps and take corrective actions for increasing numeric distribution of all the products.
- Regularly monitoring activities of front line Sales Staff (PSRs) and develop them.
- Collecting market information to strengthening market intelligence activities.
- Daily Reporting to the Area Sales Manager (ASM).

#### **Key Contributions are:**

- Delivered 44% annual growth in Kaptai Territory which was regionally second best in 2019.
- Ensured a healthy ROI figure by effective business development.

### **2. NBY IT Solution Assistant Manager (01<sup>st</sup> October'2018 – 31<sup>st</sup> August'2019)**

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#### **Major Responsibilities:**

- Work together with the digital marketing manager and report to him to ensure all tasks are done according to laid down rules of the business organization.
- Devise online marketing projects and undertake such towards enhancing the image-making and profit making goals of the organization.
- Fully participate in the online marketing activities of the organization.
- Manage other members of staff involved in online marketing process.
- Oversee the activities of affiliate marketers and ensure they comply with company's rules.
- Daily Reporting to the Manager.

### **3. Society Development Committee (SDC) Junior Branch Manager (06<sup>th</sup> December'2016 – 23<sup>rd</sup> September'2018)**

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#### **Major Responsibilities:**

- Responsible for all microfinance operations and growth at the branch office.
- Recruit, train, supervise and recommend for termination if needed.
- Approve and Monitor cash Requests for branch.
- Approve all cash receipts and payments of Branch.
- Check, verify and approve all the reports developed from credits.

#### 4. Banglalink

Customer care Representative (23<sup>rd</sup> November'2011 – 24<sup>th</sup> November'2016)

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##### **Major Responsibilities:**

- Responded to customer need through competent customer service and prompt problem solving.
- Evaluated customer information to explore issues, develop potential solutions and maintain high quality service.
- Sim card Replacement, Postpaid Sim card sell, Internet Activation, Sales value Added Services.
- Daily Reporting to the Zonal customer care manager (ZCCM).

##### **Key Contribution:**

- Top Postpaid (inspire) Sim card seller of Khulna region in 2014 & 2015.

#### **Academic Qualification:**

##### **Master of Social Science (MSS), 2008**

CGPA/Class: 2nd

Major: Political Science

National University

##### **Bachelor of Social Science (BSS), 2007**

CGPA/Class: 2nd

Major: Political Science

National University

##### **Higher Secondary School Certificate, 2003**

GPA: 3.40

Pangsha University College

##### **Secondary School Certificate, 2001**

GPA: 3.38

Pangsha George Pilot High School

Major: Humanities

#### **Skills:**

##### **Personal Skills:**

- Excellent Communication, Negotiation, Networking, Leadership and Interpersonal skill.
- Strong Learning, Analytical & Problem Solving Abilities.
- Always Honest, Enthusiastic and Responsible.
- Decision making, critical thinking.
- Be able to work under pressure.
- Self- motivated, initiative, maintains a high level of energy.
- Accuracy and attention to details.
- Tolerant and flexible, adjusts to different situations.
- Capable to work in team-oriented project.

##### **Technical Skills:**

- Intermediate Knowledge level in operating MS Office (MS word, excel, PowerPoint).
- Basic operating knowledge of Internet surfing.
- Good knowledge about Digital Marketing.

##### **Campus Activities:**

- Award winning player in the inter department cricket team in the university level.
- Active Member of all social activities.

#### **Personal details:**

Father's name : Late Balai Kumar Saha

Mother's name: Hira Rani Saha

Date of Birth : 22 May, 1986

Blood Group : B+

Marital Status : Single

National ID : 8212239050

#### **References:**

**1. Narayan Chandra Saha**

Director

Local Govt. Audit Directorate

Segunbagicha, Dhaka.

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**2. Liton Kumar Saha**

Police Super (S.P)

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#### **Signature:**



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**RAJIB KUMAR SAHA**