

M. Alamgir Hossain

House-190 (Level-2, Flat-B2), Road-18, Block-K,

South Banasree, Khilgoan, Dhaka-1219

Contact No. : +8801737968401

E-mail: sporshoju@gmail.com

LinkedIn: <https://www.linkedin.com/in/m-alamgir-hossain-71748374/>

**Career Objective:**

Vibrant and proactive individual proficient in streamlining marketing approach to connect with target consumers. Highly motivated marketing expert with a track record of implementing marketing approaches. Seeking a position with a progressive organization to utilize my professional marketing experience in advancing marketing operations where leadership is well appreciated.

Highlights:

- Brand Management
- Brand Positioning
- Marketing Budget
- Market Research
- Event Planning & Execution
- Social Media Management
- Designing Trade Promotion
- Outdoor Branding
- Marketing Plan Development
- Digital/ Traditional Marketing
- Sponsorship/Advertising
- Collaborative Team Player

Employment History:

Akij Group, Akij Plastics Ltd., (July 01, 2018 to December 31, 2019)

Assistant Brand Manager (Team Leader)

Key Responsibilities:

- For the startup business crafted brand guidelines and develop marketing mix to enhance brand awareness, image and equity.
- Developing and supervising all advertising campaign in print, electronic and outdoor media as well as event management.
- Responsible for brand building, liaising with agencies, production of in-house promotional materials, organizing promotional activities and implementation plan.
- Strategy development for expanding markets. Keeping up to date with market trends.
- Marketing Strategies and brand development. Evaluating marketing campaigns.
- Accountability for brand performance and working closely with sales team.
- Working on product development, formulating and implementing trade strategies.
- Providing analysis information pertaining to competitors, trends and activities.
- Organizing and attending events such as conferences, seminars, receptions and exhibitions.

Key Achievement:

- ❖ Crafted and implemented hybrid brand strategy for Akij Plastics Ltd.
- ❖ Developed brand extension plan with brand guidelines (Akij Plastics, Kloud, Kozy, Top-Choice, Sit-in, Babysmile, Freshia, Marvel, Cleanet, Stacko, Aqua, Tidy, Tiffany and Sippor.
- ❖ Launched several product campaigns and social campaigns (Kloud, Kozy, Top choice and Bangla banan ovizan-2019 etc.)
- ❖ Mega events participation and managed DITF-2019, IPF-2019, CITF-2019.
- ❖ Developed social media channel and maintenance Akij Plastics website, Facebook page, Instagram, LinkedIn, Call Center, youtube channel, Which reaches 0 to 200,000 follower within a year.

PRAN-RFL GROUP, PRAN Confectionery (May 15, 2016 to June 26, 2018)**Assistant Brand Manager****Key Responsibilities:**

- Assist to my supervisor with planning and execution of media plans for all national /local print, outdoor, and online media negotiated competitive positioning, rates, and added value programs, trafficked all marketing materials, projects and approvals across multiple department.
- Assisting the management making strategic brand management plan and preparing annual and semiannual marketing budget and allocation.
- Analyzing sales volumes, market share and competitors' activities and taking distinctive marketing actions for ensuring targeted market share of Bangladeshi market.
- Working with cross functional teams, Sales force, Operation, Outdoor, Agencies, Media team, suppliers, different stake holders and maintaining good relationship activating of events, cultural and corporate responsibility programs and sponsorships.
- Designing and developing communication materials (i.e. poster, brochure, fliers, sticker, leaflet, dangler, shop sign, billboard etc. for ATL & BTL communication) for different brand liaising with art designers, copywriters and agencies.
- Researching consumer markets, monitoring market trends and identifying potential areas to brand progress, based upon consumer needs and spending habits.
- Monitoring and ensuring execution of several campaigns, TV, newspaper, magazine, Facebook, local exhibition, road shows, school program, CSR events, sponsorship and so on.

More Employment History:

- Lecturer Uttara Commerce College in 2015 (2 Months)
- Project Work for Shakkharota Ovijan -2015
- Field Investigator For National Youth Policy Servey-2014(BYLC)
- Sales & Marketing Executive at Dwd Tours & Travels Ltd. (3Months)
- Data entry operator for BIDS Research paper
- Sales manager at Nabarupa Fashions Pvt. Ltd.(6Months)
- Field Investigator at AC Nielson Bangladesh Ltd.

Educational Records:

Certificate	Concentration	CGPA	Passing Year	Institution
MBA	Marketing	(3.47 out of 4)	2016	Jahangirnagar University
BBA	Marketing	(3.34 out of 4)	2014	Jahangirnagar University
HSC	Business Studies	(4.70 out of 5)	2009	Uttara Commerce College
SSC	Business Studies	(4.63 out of 5)	2007	Chandipasa Govt. High School

Computer Proficiency:

Operating System : Windows 7, Windows 10
Application Programs : MS Word, PowerPoint, Excel, SPSS and SAP
Internet : Browsing, E-mail management, Facebook, & Others

Language Proficiency:

Language	Speaking	Reading	Writing
Bengali	Excellent	Excellent	Excellent
English	Decent	Very Good	Excellent

Personal traits:

Objective oriented and hardworking, Proactive, Self-driven, Energetic, Hold on planning and organizing capability, Team player and have the win-win attitude.

Interests:

- ❖ Branding, Media, Sales, Marketing, Market Research, Customer Relationship Management, Technology-Based Management.
- ❖ Others: General Knowledge, Mathematics, Presentations, Practical Assignments, Music, Investigative jobs, Sports, Gossiping etc.

Co-Curricular Activities:

- ❖ General Secretary of University Students' Solidarity Alliance(USSA).
- ❖ Member of Ethics Club Bangladesh- Jahangirnagar University Unit
- ❖ Founder Convener of "Badhan" Shaheed Rafiq-Jabbar Hall Unit, JU.
- ❖ Many events organizer both local & international.
- ❖ Duke of Edinburgh Award-Bronze
- ❖ Team player (Football) of Marketing Department-Jahangirnagar University
- ❖ Kabadi Competition & Runners up certificates & Prizes (District Level)
- ❖ Many athletes prizes & Certificates (High jump, long jump, ball through & so on)
- ❖ Bangladesh Scouts Member, Many competition prizes & certificates
- ❖ Prizes & Certificates for Essay Writing, Single Acting & Instant Speech Competition

Personal details:

Date of birth : 20 December 1991
Nationality : Bangladeshi
Home District : Mymensingh
Marital Status : Unmarried
National ID No. : 19916127209000029

References:

Chowdhury Hasan Tariq
Senior General Manager
Akij Plastics Ltd., Akij Group
Contact No.: 01709-633319
Email: hasan.apl@akij.net
Relation: Professional

AKM Moinul Islam Moin
Chief Operating Officer
PRAN Sweet Confectionery (PSC), PRAN GROUP
Contact No.: 01704133742
Email: coo.psc@prangroup.com
Relation: Professional

Truly,



M. Alamgir Hossain
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