

A.S.M. INSANUR RAHAMAN

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Objectives

To build up challenging and rewarding career in sales and trade marketing. It would be a great opportunity for me to work in a challenging field and to contribute to my professional service as well as to demonstrate my performance in job responsibilities for the betterment of the organization. I believe, "I Can, I Do."

Job Experiences (7 Years of Sales)

<u>Post Company Experiences</u>	<u>My Capabilities</u>
Senior Executive- Sales <i>Transcom Bevarage Ltd.</i> <i>(Jan,2019-Till now)</i>	<ul style="list-style-type: none"> • Team Lead: Monitor, Motivate and mobilizing a team by using their KPI analysis; train and coach them by finding their weakness and opportunities. • Sales Drive: Doing secondary sales with proper distribution service, Numeric and Weighted distribution, and capitalize secondary sales to get primary sales from distributor by maintaining stock hygiene. • Sales Administration: Using sales data analysis and monitor KPIs; and plan for sales development like preparing sales report, target setup, sales forecast, and opportunity findings. Also help line manager to prepare regular meeting presentation, trade scheme and wholesale program design. • Distributor Handling: Ensuring distribution point hygiene, giving positive ROI and solving DB's problem according to company's rules. • Market Monitoring: Regular check daily sales, ensuring on time product delivery, executing right product in right place, monitor numeric and weighted distribution, LPSC, drop size, market share, competition activity analysis and Market expansion.
Territory Sales Manager <i>Grameen-Danone Foods Ltd.</i> <i>(Oct,2017-Dec,2019)</i>	
Territory Manager <i>Akij Corporation Ltd.</i> <i>(Apr,2017-Oct,2017)</i>	
Territory Officer <i>Akij Corporation Ltd.</i> <i>(Dec,2015-Mar,2017)</i>	
Assistant Territory Officer <i>Akij Corporation Ltd.</i> <i>(Feb,2014-Nov,2015)</i>	
Project Coordinator (New7wonders voting Program) <i>Sundarban West Zone, Khulna,</i> <i>Bangladesh.</i> <i>(23rd Jun, 2011- 31th December, 2011)</i>	

Education

EMBA in Marketing from <i>Jahangirnagar University, 2019</i>	15 course and a Thesis of total 48 credit completed under EMBA program of Faculty of Business Studies (FBS) in Jahangirnagar University, Bangladesh. CGPA: 2.78 out of 4.00.
P.G.D. in HRM from <i>BIHRM, 2015</i>	Nine Month Post Graduate Diploma (PGD) in Human Resource Management from Bangladesh Institute of Human Resource Management. Result: CGPA: 3.65 out of 4.00.
B.Sc. Hon's in Mathematics , 2013	Four years Bachelor of Science (B.Sc. Hon's) in Mathematics from Khulna University, Khulna, Bangladesh. CGPA: 3.26 out of 4.00.
H.S.C in Science , 2007	Higher Secondary Certificate (HSC) from Govt. Sundarban Adarsha College, Khulna, Bangladesh. GPA: 3.90 out of 5.
S.S.C in Science , 2005	Secondary School Certificate (SSC) from St. Joseph's High School, Khulna. Bangladesh. GPA: 4.50 out of 5.

Additional Trainings

Advance Territory University <i>Transcom Beverages Ltd.-2020</i>	Numerical and Weighted Distribution, Product Hygiene, Market share analysis, Stock Cover Ration management at DB point.
Leadership Accelerate Training <i>Grameen Danone Foods Ltd.-2018</i>	Sales administration, Sales Monitor, Team monitor and motivation with sales data, Sales development planning, Distributor handling and negotiation.
TDOM Workshop <i>Akij Corporation Ltd.-2017</i>	Territory Management, Distributor Handling, Proper Manpower Utilization, Effective Distribution, Product Visibility and Consumer Awareness program.
Leading Self <i>Akij Corporation Ltd.-2017</i>	Personal leadership skill development(Team Lead, Work Life balance, Problem Solving)
Photography Workshop <i>Khulna Photographic Society-2013</i>	Basic Photography, SLR Camera, Aperture, Shutter Speed, Focusing, Framing, Photography Techniques.
ICT for SME <i>SME Foundation in association with Bangladesh Computer Council (BCC)-2012</i>	Computer using in SME, Online Business Scheduling, Balance Sheet, Spread Sheet.
CCNA Exploration: Network Fundamentals <i>KUET, Bangladesh.-2011</i>	Basic Networking, Sub-netting, Getway addressing, Packet Tracer, Router, LAN
Basic Computer Courses <i>Bhuiyan Computer (Pvt.) Ltd.-2008</i>	MS Office [Word, Excel and Power Point], Adobe Photoshop, Adobe Illustrator, Macromedia Flash.

Personal Attributes

- Systematic in work and self-motivated.
- Have a great adoptability power.
- Have a zeal for learning new things and share it to others.
- Able to work with people from different background and culture.
- Able to work to tight deadlines and in a fast paced evolving environment.

Summary of Skills

- Advance knowledge of MS Office (MS Office {Word/Excel/Power Point} 2003/2007/2010).
- Advance knowledge of Graphics design software (Photoshop 7/Cs5, Illustrator 8/10/Cs3).
- Basic knowledge of Web developing (HTML/CSS, PHP/MySQL, WordPress, Joomla).
- Basic knowledge of 3D design software (3D Studio Max, Maya, Autocad).
- Basic knowledge of Packet Tracer, networking software.
- Basic knowledge Statistical Package for Social Sciences Studio (SPSS).

Language Proficiency

Have an effective working knowledge (Reading, Writing, Listening and speaking) in both Bengali and English. Also have some knowledge of speaking in Hindi.

Personal Profile

Name: **A.S.M. Insanur Rahaman**
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Father's Name: Md. Shariful Islam
Mob: +8801711010592
Mother's Name: Parveen yasmeen
Permanent Address: 148/5, Bagmara Main Road,
Khulna-9100,
Bangladesh.
Date of Birth: November 16, 1989
Blood Group: B (+ve)
Marital Status: Married
Religion: Islam
Nationality: Bangladeshi by Birth
National Id. Number: 19894795124447550

Reference Persons

Md. Adom Ali

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A.S.M. Insanur Rahaman

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