



# Tanmoy Roy

Marketing Professional | Telecommunication | Banking

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## OBJECTIVE

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I want to pursue my career in a reputed organization, where I will find scopes to utilize my skill and knowledge for the purpose of personal and organizational sustainable development.

## CAREER SUMMARY

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I am a Marketing Professional having six years of working experience in multinational companies in its B2B and B2C sales at Telecommunication and Banking industry. My key strengths include Strategic Planning, Sales and Business development, Distributor management, People management, Key Account Management and engagement, campaign design and implementation and customer lifecycle management.

## EXPERIENCE

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**Manager, SME Business • Robi Axiata Limited • June 2018 – Present.**

## ACHIEVEMENTS

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- Awarded as Best SBM in 2021, Q3
- Awarded as Data Revenue King in 2021, Q3
- 1st Runner up Enterprise Business Manager in 2021, Q1.
- 1st Runner up Enterprise Business Manager in 2020.
- Awarded as Rising Star in 2018 & 2019 by ensuring 12.87% MOM business growth.

## RESPONSIBILITIES

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- Market analysis, campaign design, B2B sales and execution for distinct set of customers in different market.
- Distribution management.
- Maintaining liaison with important organizations and function as a key account manager.
- Customer life cycle analysis and segment wise market penetration.
- SME events and customer activity planning, execution, monitoring and follow-up.
- Planning to expand SME sales coverage & route organization plan to boost up sales & revenue of the regions.

## SKILLS

- **Computer Skill:** Microsoft Packages, E-BBS, S20, Loan Locator, Internet and E-mail Operation.
- **Attributes:** Goal Oriented, Team Player, Honest and Dedicated, Self-Motivated, Strong Analytical & Problem-solving skill and Excellent Interpersonal Skill.

## TRAINING & WORKSHOP

- Participated in a workshop on “Meet the Entrepreneur”.

Speaker: “Shourov Islam, CEO, Unifox Digital Media” and “Mushfiq M Hasan, CEO, Texmart”, June 2015.

- Participated in training on Brand Development by Asiatic (September 2015).
- Anti-Bribery & Anti-Money Laundering Training, 2017.
- Brand Management and Brand Building, 2022
- Data Privacy, 2022.

**RELATIONSHIP MANAGER • STANDARD CHARTERED BANK • JUNE 2016 – JUNE 2018.**

## RESPONSIBILITIES

- Building and maintaining excellent relationship with customers.
- Ensuring effective implementation of action plans according to agreed budget to achieve sales target.
- Ensuring end to end quality service.
- Cross functional activities with internal departments (i.e. HOD, Credit and Product Development) to provide flawless service to the customers.
- Developing and maintaining customer database management process.

## EDUCATION

YEAR	DEGREE	MAJOR	INSTITUTION	CGPA
2016	Bachelor of Business Administration (BBA)	Marketing & Human Resource Management	BRAC University	3.14
2010	Higher Secondary School Certificate (HSC)	Business Studies	Amrita Lal Dey College, Barisal	5.00
2008	Secondary School Certificate (SSC)	Business Studies	Govt K.G union High School, Kaukhali	4.63

## CURRICULAR ACTIVITIES

- Former vice President of BRAC University Business Club (BIZ BEE) From September 13, 2015, to February 8, 2016.
- General Member of Rotary club Dhaka Starts 2021 to present.

## REFERENCE

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1. Professor Mohammed Tareque Aziz, Ph.D  
Dean, Department of Business Administration  
University of Asia Pacific  
Contact: 01763717080  
Email: [headba@uap-bd.edu](mailto:headba@uap-bd.edu)

2. Mohammad Monerul Islam  
General Manager  
Robi Axiata Limited  
Contact: 01833180422  
E-mail: [monerul2807@gmail.com](mailto:monerul2807@gmail.com)

## BASIC INFORMATION

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Name: Tanmoy Roy

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Father Name: Sunil Krishna Roy

Mother Name: Shelly Das

Date of Birth: 25/10/1993

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