

## MD.MAHABUBUL AMIN

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### Career Summary:

- Working as Business Development Manager at Jaj Bhuiyan Group(Agro Business) & have more than 5 years' experience in Sales, Marketing and Strategic Business Planning & Development arena.
- A Growth Centric business leader, with variable record of successful business startup through rich capability in distribution set up & also experienced in managing complex business in a sustainable way, developing relationship, convincing & executing strategic business plan & achieving final target.
- A result-oriented Sales professional, driven by the desire to excel business by utilizing new concepts, along with expertise in business planning, positioning & channel development
- Demonstrated Confirmed expertise in surpassing goals, attaining corporate objectives and exceeding customer expectations in highly competitive industries.
- Passionate about directing new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in competitive environment.

### Career Objective:

- To work as a Sales & Marketing Professional & assure sustainable growth with functional excellence.

### Proficiencies:

- Sales Operation.
- Distribution Set up.
- Strategic Development.
- Critical thinking & Creativity.
- Situational Leadership.
- Business Analysis.
- Decision-making.
- Emotional Intelligence.
- Risk Management.
- Marketing & product line development.

**Date of Birth:** 10<sup>th</sup> June, 1986

### Working Experience:

**1. Name of the Organization:** Jaj Bhuiyan Group.(Website: <http://www.jajbhuiyan.com/>)

**Designation 1:** Business Development Manager (Agro Business)

**Duration:** From July'20 to till now

#### Job Responsibility:

- Develop Agriculture, Livestock and Fisheries sectors and production capacity building.
- Ensure Organic/Safe food cultivation and product development.
- Market development & Product marketing.
- Infrastructure development for farming.
- Resources allocation and implementation.
- Field operation management.
- Communicating with different level expertise from relevant fields.

#### Achievement:

- Produced more than 40 items of quality products (vegetables & agro foods) within 4 months.
- Ensure 50 % growth of milk yielding than previous production.
- Developed distributing product in various shops at Dhaka city and reference sale.



**2. Name of the Organization:** ACI Motors LTD.(Website: <https://acimotors-bd.com/>)

**Designation 1:** Sr. Executive (Customer Engagement & Community Development)

**Duration:** From July'19 to June'20



**Job Responsibility:**

- Developing a strong community with Yamaha riders throughout the country.
- Establishing Yamaha Riders' Club Nationally. 35 Districts have active participants. More than 600 active customers are member of this club.
- Designing & implementing different events that engage customers.
- Preparing national event calendar & budget, brining approval & implementing accordingly.
- Maintaining club communication & initiating for different engagement activities.
- Organizing different capacity building & awareness building program nationally.
- Promoting motorcycle tourism, safety riding and social responsibilities trough creating strong club culture.

**Achievement:**

- Organized district level customer engagement programs in all dealer areas, 2 Regional Meet and nationally different occasion program by communicating with the stakeholders.
- Deigned & coordinated nation's first ever "YRC present Cox's Bazar Riding Fiesta-2019" one of the biggest successful event in the industry.

**Designation 2:** Territory Manager

**Duration:** From Oct'17 to June '19



**Job Responsibility:**

- Handling the sales, marketing & business development of Motorbike & spare parts at Barisal division & another 6 districts of Khulna & Dhaka division.
- Finding new business opportunities, nursing the existing business through monitoring the dealers.
- Assuring 3S service (Sales, Service & Spare Parts) from the dealer points.
- Monitoring the functional & operational activities of the dealer points & reporting accordingly.
- Follow up of the task of 35 Nos of dealers' sales/service person & ensuring timely delivery.
- Representing the company in different fair & Function to boost up the strong brand image.
- Designing, developing & implementing sales & marketing plan with proper coordination with dealers and company goal.
- Ensuring safety & compliance issues at the dealers' point & conducting training if needed.

**Achievement:**

- Repeatedly 14 month nationwide topper for market growth & sales achievements.
- Achieved 'Man of Excellence' award in Yamaha Dealer Conference in Jan 2019.
- Became 'Champion Performer' in Sales and YRC organizers.
- Achieved Vietnam & Indonesia Tour.
- Launched Yamaha Riders Clubs at Barisal territory which has become a role model.
- Achieved 125% of personal target, assured 50% business growth of the dealers & received appreciation from management for outstanding performance.
- Created new dealer at Madaripur, Sariatpur, Rajbari, Bhola, Patuakhali & Pirojpur and nursing more 4 dealers.
- Worked at north Bengal region (4 districts) for 4 months & appointed one new dealer (Panchagarh) and monitored the functionalism of 4 dealers.

**3. Name of the Organization:** Star International

**Designation 1:** Coordinator Business Development (Assistant Manager)

**Duration:** From Apr'17 to Aug'17

- Worked for the business expansion of RMG accessories & handled corporate sales promotion work.
- Led the wheel chair import work & assured sales at local marketplace.

**4. Name of the Organization:** E-Tec Ltd. (Website: www.etecbd.com)

**Designation 1:** Executive

**Duration:** From Nov'16 to Feb'17

- Worked for the business development of firefighting & safety equipment and garments/paper chemical.
- Visiting customers' place, understanding their need & serving them accordingly.



**5. Name of the Organization:** HKD International (CEPZ) Ltd. (Website: www.hkdinternational.com)

**Designation 1:** Executive (Sales)

**Duration:** From Mar'13 to Nov'13

- Developed new sample, issued & inspected the sample by communicating & coordinating with internal various department.
- Follow up of the sample with the buyers like Coleman & Walmart & served them as per their need.
- Prepared Power Point Presentation for Higher Management & handled Business E-mail corresponding.
- Issued Shipping Mark, Shipping Advice & kept the updated commercial Document.



**Academic Qualification:**

- Master in Population Science from University of Dhaka with CGPA 3.24 out of 4 in 2016
- BBA in Human Resource Management from Stamford University Bangladesh with CGPA 2.77 out of 4 in 2011



**Certificates:**

- 'Fundamentals of Digital Marketing' from Google Digital Garage.
- 'Google Analytics for Beginners' from Google Analytics Academy.
- English Course 'Intermediate' level at British Council, Bangladesh.
- Selling Skill Workshop at ACI Training division.
- 6<sup>th</sup> Bangladesh National Scout Jamboree, 1999.
- Leadership training from Bangladesh Scouts.
- First Aid Course from Bangladesh Red Crescent Society, Jessore Unit.



**Training:**

- Participated in Training on 'Situational Leadership', 'Time management', 'Stress Management' & 'Selling Skill' arranged by ACI Training Division.
- Took part in different technical & mechanical training on Motorbike & Customer Service System at ACI Training Division.

**Soft Skill:** Teamwork, problem solving, negotiation & conflict resolution, leadership skill.

**Computer Skill:** Sound in Microsoft word, excel, & power point presentation.

**Language:** Fluent in Bangla and English.

**National ID:** 5513294578

**Driving License:** D/L Number – JS0004641CL0003

**Reference:** Will be given if required.