

Mohammad Shafiqul Islam

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Career Objective:

To work in the **Sales & Marketing Department** of any fast-growing local large or multinational company with immense responsibility so that my influential & situational leadership style, communication skill, problem solving skill, innovative ideas, relevant knowledge & experience of 8 years in Sales, marketing, branding, promotion & Strategic Business Planning can be solely utilized for organizational development.

Proficiencies:

- Sales, Marketing
- Distributor Sales Management
- MFS specialist.
- Team Player
- Trade & promotional Work
- Strategic Business Positioning

Personal Information:

Date of Birth: 1 Feb, 1989

NID No: 1592 82744 6539

Working Experience:

1. **Company Name:** bKash Limited
Website: www.bkash.com



Designation: Territory Manager

Duration: From Feb'18 to till Now

Major Activities & Achievements:

- Leading the sales, marketing & business development activities at Tangail Territory.
- Maintain good business relationship with channel partners.
- Improved the follow-up system by implementing strategic manpower alignment and spitting the target among the field force.
- Communicating & coordinating with the teammates to implement different business strategies.
- Operating **2400** POSs and **230** core Transaction volume in my territory.
- Achieved **19 %** transection growth last year.
- Conducting different types of training for the development of the team member.
- Achieved the KPI, improved the follow up system & performance appraisal of the team members.
- Assist line Manager to prepare different strategies & actions as per market response.
- Monitoring 3rd party employee and frequently giving them proper Knowledge about market update.
- Arranging different events on behave of the company during different occasions. Implementing different sustainable business development program as designed by the company.
- Ensure training of each existing Agents to develop Business.
- Informing the amendments and changes of any rules to the Agent and outlets on time.
- Ensure smooth **Merchant and Merchant Plus** operation in my territory.

2. **Company Name:** bKash Limited
Website: www.bkash.com



Designation: Territory Business Manager

Duration: From APL'15 to till Feb'18

Major Activities & Achievements:

- Leading the sales, marketing & business development activities at Mymensingh.
- Acquisition of 300++ merchants & handling a business volume of around 3 crores per Month.
- Created more than 4500 Nos of outlets in the assign territory and ensured 47% sales growth in small merchant business 2016 to 2017.
- Achieved best performer of the year award from small merchant channel in 2016.

3. **Company Name:** Recursion Communication and Information System Ltd **Duration:** From JUL'12 to Mar'15
Designation: Sales and Marketing Executive

Major Activities & Achievements

- Promote different product for retailers and consumer.
- Developing new strategy to increase market share.

Academic Qualification:

- MBA in Marketing from Independent University, Bangladesh.
- BBA in Marketing from Independent University, Bangladesh.

Training:

- Residential Training on Territory Business Development “**SHARPEN THE SAW**” organized by **bKash**
- Day long training on “**Leadership Grooming Session**” facilitated by **G. Sumdany Don**.
- Day long training on “AML & CFT” (Anti-Money Laundering & Combating the Financing of Terrorism), & “Market Communication” organized by **bKash**.

Extra Curriculum Activities:

- Member of IUB Business Students Society (BSS).
- Participated in World Marketing Summit 2012 facilitated by Philip Kotler.
- Participated in several workshops & seminar on different topics conducted by International Beverages Private Limited, Unilever and Bangladesh Brand Forum.
- Successfully organized trade fair, ad fest, Business Quiz under Business Students` Society(BSS).

Soft Skill: Teamwork, convincing, inspiring, influencing, negotiation, leadership skill, Innovative & Out of the box thinker,

Computer Skill: Sound in Microsoft word, excel, Outlook & powerpoint presentation.

Language: Fluent in Bangla and English

Reference:

1. **Iqbal Chowdhury**, Chief Financial Officer, Lafarge Holcim Bangladesh Limited.
Mobile: (+88) 01730000303, **Email:** iqbal.chowdhury@lafargeholcim.com
2. **Mohammad Masiur Rahman**, Regional Manager (Commercial), bKash Ltd
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