# Md. Abdullah - Al - Mamun

Address: London Plaza, Mukterpara Road, Sunamganj Sadar, Sunamganj.

**Mobile**: (+88) 01716833846 (WhatsApp) **E-mail**: careerofmamun@outlook.com

#### **Career Summary:**

- Worked as Founder & Business Manager at Sunamganj Distribution Distribution Business as a Channel Partner of Transsion Bangladesh Limited (Brand- itel) & have 8 years' experience in Sales & Marketing, FMCG, Product Promotion, Branding, Strategic Business Planning, Positioning & Development area.
- A Growth Centric business leader, with a variable record of successful business development through rich capability in the distribution set up & experienced in managing complex business by developing relationships, convincing & executing strategic business development plan to achieve the 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.
- Established record of accomplishment of managing diversified teams & products by building rapport with stakeholders with the interpersonal skill, which increase revenues, market share & profitability.
- Passionate about directing a new strategy, digital marketing, demand forecasting, business analysis, critical situation handling, product penetration strategy in a competitive environment.

**Objective:** To work Sales Professional & assure scalable business growth by ensuring functional excellence.

### **Key Proficiencies:**

- Strategic Sales Management
- Dealer & Retail Partner Management
- Trade & Promotional work
- Critical thinking & Creativity
- Situational Leadership

Business Analysis

- Distribution Network Design
- Emotional Intelligence
- People Management
- Marketing & product line development

**Date of Birth:** January 01, 1990 **NID:** 4129002693390

### Job Experience:

 Organization Name: Sunamganj Distribution - Distribution business as a Channel Partner of Transsion Bangladesh Limited. (Website: transsion.com)

Together We Can

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

**Designation:** From Nov'19 to Feb'21

## Job Responsibility:

- Understanding about Dealer & Retail partner's overall operation system of distribution business.
- Taking ownership to develop more business growth of distribution channel.
- Assess and identify new opportunities for growth in current and prospective markets.
- Establish the company's goals and objectives & recruit and train new employees.
- Perform regular employee evaluations to determine areas of improvement.
- Design business strategies and plans to meet the company goals & evaluate company performance.
- Make sure that the company has sufficient resources such as personnel, material, and equipment.
- Develop a comprehensive company budget and perform periodic budget analyses.
- Ensure all company activities adhere to legal guidelines and policies.

## Major Achievement:

• Beat revenue of Symphony Mobile by my heartiest salesmanship in Q4, 2020 & Jan'21 in Sunamganj.

**Designation:** Area Sales Manager **Job Responsibility:** 

• Introduced itel & TECNO mobile brand in Sylhet Region which contributed 7.48% Quantity & 7.16% Value business in Transsion Bangladesh Limited. (2017-2019).



- Taken 13.37% quantity market share for Transsion Bangladesh Ltd. (itel & TECNO mobile) from total Handset Industry in Sylhet Region during my service in job. (2017-2019).
- Led the sales, marketing & business development at Sylhet Division, Narsindi, B.Baria area.
- Supervised a team of 4 area sales executive & nurtured 7 distributors at the assigned area.
- Secured BDT 8.2 crore turnover per month with 51% year to year business growth.
- Generating & submitting different reports & recommending for development to management.

### **Major Achievement:**

- Awarded as the Best Achiever at Transsion Bangladesh Limited in 2017.
- Being selected the best employee from Bangladesh, became features in future business probability in Bangladesh on documentary film 'Our Story' in yearly conference of 2018 of Transsion Holdings, China.
- 2. Organization Name: Edison Group (Symphony Mobile) (Website: edison-bd.com) **Designation:** Area Sales Manager **Duration:** From Nov'16 to Mar'17
  - Ensured 12.30% quantity growth of Symphony Mobile sales for the year of 2016 in Sylhet Region, contributing 8% quantity & 7.40% value of total business in Symphony Mobile.

**Designation:** Zonal Sales Officer & Sr. ZSO

Duration: From Feb'15 to Oct'16 Awarded as the Best Zonal Sales Officer at Symphony Mobile in Q2, 2016@Sylhet Region.

3. Organization Name: Asian Consumer Care (Pvt.) Ltd. (Dabur Bangladesh) (Website: dabur.com) **Designation:** Territory Sales Officer **Duration:** From Oct'14 to Feb'15

Recovered 5% de-growth of Dabur business in Narayanganj Territory at the year of 2014-2015. (Narayanganj, Narshingdi & Bhairab).

Ranking 3<sup>rd.</sup> in Man of the Mission from Dhaka South Team (08 Territory) for the month of February 2015 in Dabur Bangladesh.

**4. Organization Name:** Social Marketing Company (SMC) (**Website:** smc-bd.org)

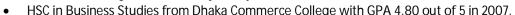
**Designation:** Sales Officer

**Duration:** From Jun'13 to Oct'14

- Yearly total revenue achievement was 106.06%. Individual outlet coverage was 120.51%. Increased 9% value sales of SMC Product for the FY of 2013-14 in my assigned territory.
- Achieved appreciation letter from Divisional Sales Manager to sale highest quantity of Newly Launched Brand (Joya Sanitary Napkin & Xtreme Condom) under Dhaka East Area Office in 2014.

#### **Academic Qualification:**

- MBA in Marketing from University of Rajshahi with CGPA 3.604 out of 4 in 2013.
- BBA in Marketing from University of Rajshahi with CGPA 3.717 out of 4 in 2012.



SSC in Business Studies from Banapol Madinatul UI. Fazil Madrasah with GPA 5.00 out of 5 in 2005.

## Workshop/Training:

- Training on "Communication Skill Development", organized by Ghulam Sumdany Don, Chief Inspirational Officer at Don Sumdany Facilitation on 2016.
- Training on "Professional Sales Skill Development", by Razib Ahamed, Sales Trainer on 2015.
- Training on "Development of Selling & Communication Skill to Compete in this Competitive World" organized by Md. Akbar Hassan, CEO & MD, BRIDDHI- Industrial & Marketing Consultants on 2014.

Computer Skill: Sound in Microsoft office Language: Fluent in Bangla and English.

#### References:

1. Rezwanul Hoque, Chief Executive Officer, Transsion Bangladesh Limited **Phone:** (+88) 01819221456

Ziaul Karim, Retired -Sr. Sales Manager, Social Marketing Company (SMC) Phone: (+88) 01711943854

Signature: MA(m) **Date:** June 05, 2021