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Career Highlights

With eight years of professional working experience in the field of marketing, I am a passionate marketer who views it as a second life. Having worked for MNCs, local conglomerates, MFS startup companies like Nagad, Grameen Danone Foods Limited, Rancon Motorbikes Limited (Suzuki) and LafargeHolcim Bangladesh Ltd. I have completed both of my BBA and MBA from East West University in marketing and human resources management as my majors. I've managed national brands like Nagad, Bengal Cement and Shokti+ Doi as well as multinational brands like Holcim and Supercrete Cement.

Career Objective

Seeking for a challenging career where I can work for organizational development with the opportunity of learning and career growth

Key Skills

- Event and Activation	- Trade Marketing
- Marketing Plan and Budgeting	- Project Management
- Agency Management	- Negotiation
- Digital Marketing	- Influencer Management

Working Experience (8 Years+)

Nagad Ltd.

Sr. Executive, Trade Marketing (June 2022 – Present)

Responsibilities:

- Plan, design & execute trade marketing program to drive channel recommendation
- Prepare yearly trade program plan, calendar with budget.
- Ensure brand visibility in Point of Sales (POS)
- Manage Trade Marketing Representative (TMR) team which consists of more than 650 TMRs for visibility management in the market with the support of agency.
- Visit retail and dealer points & keep close contact with regional team to know the market requirements and plan accordingly.
- Plan and manage gift items for the stakeholders
- Keep eyes on industry practice and add value as per needs.
- Ensure on time delivery of program incentive/gifts in coordination with cross-functional team.
- Maintain excellent inter-personal & business relationships with both internal stakeholders (like Finance, Marketing, SCM, Logistics) and external stakeholders (like vendor, courier services etc.)



Bengal Cement Ltd.



Sr. Executive, Trade Marketing (May 2019 – Present)

Responsibilities: (Since there is no separate brand team, also perform that duty)

Preparing trade marketing plan and budget

- Plan & execute point of sales materials (POSM) for retail visibility
- Digital media management (Facebook, Youtube, GDN etc)
- Influencer management (Engineers, government employees, construction workers etc.)
- Managing events/campaigns/ and activations in the market
- In shop and outdoor visibility management
- Designing trade promo for generating sales with profitability
- Supplier management

LafargeHolcim Bangladesh Ltd.



Executive, Trade Marketing (Dec 2015 – May 2019)

Responsibilities:

- Develop and Implement country marketing strategy and plan in line with group marketing plan till 2022 to achieve planned volume.
- Prepare and track yearly marketing budget
- Advertisement management (print, electronic and social media)
- Planning and implementation of Retail presence, visibility, and brand awareness through implementing cycle plan by coordinating with the field team
- Plan and implement all kind of in Store activation through Retail Channel.
- Designing Retail Promotion & Loyalty program for concern Brands
- Driving retailer satisfaction, retail visibility and increase customer top of mind through establishing touch points visibilities across the regions
- Plan and ensure outdoor visibility as per focus market activation plan

Key Achievements:

- Rollout of first ever Integrated Marketing Campaign “Shopner Nirman” for Holcim brand after 2012 which has been set as a business case in LH group across 80+ countries- yielded 10% of growth in commanding brand premium with 7% relative market share gain over next best competitor at 2017.
- Planning & Implementing Retail Categorization Project (RCP) Phase-1, where we secured 1050 top retail outlet nationally based on volume contribution to our business by providing various exclusive branding support to secure our business. Planning to implement Phase-2 by introducing construction related problem solution centric service. This is 1st of its kind in cement industry.
- Introducing Trade Loyalty Program (TLP) – Point based loyalty program for Retailers using digital platform like app and web version. This is 1st of its kind in cement industry.

Rancon Motorbikes (Suzuki)

Jr. Executive, Marketing (March 2016 – December 2016)

Responsibilities:

- Prepare campaign ideas with budget and execution, eg. road show, campus campaign, exhibition
- Market Research and field visit
- PR activity, Launching and inauguration program



- Logistics support for POS materials
- Brief and follow-up agency for different marketing projects and designs
- Sourcing and supplier developing for marketing material procurement (e.g. requisition, request for quotation, CS, negotiation etc.)
- Billboard location selection and execution
- Press advertisement planning and execution to enhance sale
- Facebook Page Management

Key Achievements:

- Conduct countrywide road show among 41 districts for Hayate Motor bikes (110cc).
- More than 40 show rooms had been branded for Suzuki channel partners including company's own flagship showroom at Tejgaon-Gulshan link road
- Had successfully organized 2nd Car and Bike Show as an exhibitor that creates a buzz for the brand and have sales of the spot more than 100 bikes in 3-day event.
- Executed about 50 billboards countrywide

Grameen Danone Foods Limited

Executive, Marketing (April 2014 – December 2014)



Responsibilities:

- Plan and Coordinate marketing event and activation (BTL / ATL) for retail and modern trade
- Develop POS tools and distribute (rural, retail)
- Execute/ implement plan for promotional activities and tools
- Implement the concept for Packaging and Design
- Execute market research activities

Key Achievements:

- Conducted mothers meeting project in 200 villages at Bogra that generated 10% sales growth in Shokti lady sales for 3 months (a nontraditional door to door sales network)
- Conducted 2 price pilots to increase the price and after the project Shokti+ doi price has been Increased from Tk 10 to Tk 12 that helps the company to achieve a step to achieve breakeven point

Educational Qualification

Masters of Business Administration (MBA) Major: Marketing & HRM (Dual Major) CGPA : 3.02 East West University	2015
Bachelor of Business Administration (BBA) Major: Marketing Minor: HRM CGPA : 2.87 East West University	2011
HSC (Science) Result : 3.40 Tejgaon College	2006
SSC (Science) Result : 3.88 A K High School	2003

Certification

Title	Institute	Duration	Year
Branding for Competitiveness	Bangladesh Institute of Management (BIM)	14 days	Feb 2014
Project Management	Bangladesh University of Engineering and Technology (BUET)	4 days	Dec 2014

Training Attended

Title	Institute	Time
Introductory Training on First Aid	Bangladesh Red Crescent Society	August 2017
Communication Effectively	International Financial Corporation (IFC)	February 2014
The Advance MS Excel	East West University Business Club	July 15

Personal Information

Father : S. M. Aminul Huq
Mother : Sultana Razia
Date of Birth : June 06, 1988

Reference

MD. Khurshid Alam Executive Director Bangladesh Bank (Central Bank of Bangladesh) Head Office, Motijheel C/A, Dhaka-1000 Cell: 01552343006 E-mail: khurshid.alam@bb.org.bd	Syed Naimul Abedin CEO Peakward Bangladesh Ltd. 28, Ahmed Tower, 7th floor, 30 Kemal Ataturk Ave, Banani, Dhaka 1213 Phone: 01912311188 Email: s_n_abedin@yahoo.com
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S.M. Muqtadirul Huq