

Md. Abdullah - Al - Mamun

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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:

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



Designation: Founder & Business Manager

Duration: 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

Duration: From Apr'17 to Oct'19

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 3rd 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.
- HSC in Business Studies from Dhaka Commerce College with GPA 4.80 out of 5 in 2007.
- SSC in Business Studies from Banapoli Madinatul Ul. 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, BRIDDDHI- 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
2. Ziaul Karim, Retired -Sr. Sales Manager, Social Marketing Company (SMC) **Phone:** (+88) 01711943854

Signature: 

Date: June 05, 2021