



MD. TAREQUE IBNE HOSSAIN

09/02/1985 | Bangladeshi | tareque_bobby@yahoo.com, Dhaka 1215, Bangladesh | +8801719367015 |
tareque_bobby@yahoo.com | <https://www.linkedin.com/in/tareque-hossain-0619b921/>



PROFILE

Passionate Marketer with 10 years of experience to manage effectively marketing operation from conception to completion. Adapt in using marketing strategy & tools to increase sales and overall company's productivity. During this span of time, I was responsible for all aspects of marketing plan & execution, analyze & forecast, research & development, promotional & operational activities. Adept in monitoring and reporting marketing objective, to maintain necessary internal communication within the company. Pragmatic and result oriented, I am determined to achieve volume target and build market presence in the next company I join.



WORK EXPERIENCE

Marketing Manager 09/2015 – present
Bangladesh Lamps Ltd. (Manufacturing & Retailing through Distributors/Brand: Transtec Lighting & Philips/Transcom Group), Dhaka, Bangladesh

Direct Reporting: Head of Marketing & Dotted Reporting: MD & CEO (From 2018 to till now)
Direct Reporting: Head of S&D & Dotted Reporting: MD & CEO (From 2017 to 2018)
Direct Reporting: MD & CEO (From 2015 to 2017)

No. of team member under supervision: 21 persons
(HQ: 4 persons & Field: 17 persons)

- Set volume & value target with marketing budget for AOP.
- Develop and implement marketing plan.
- Formulate marketing strategy and implement base o channel through product, price and promo.
- Identify market opportunity/potentiality and embrace with sales target.
- Manage trade marketing and category management.
- Maintain standard stock of DB & HQ.
- Monitor and react weekly/monthly volume and ND target.
- Plan and execute monthly/quarterly scheme plan, retailer meet, activation program & loyalty program.
- Ensure and maintain standard MC/profit set by company
- Forecast three months rolling plan for PSI.
- Lead NPD process & formulate new product strategy.



WORK EXPERIENCE

- Plan and execute campaign, events & activation.
- Develop design and implement through vendor/agency.
- Conduct market survey regularly by trade marketing team.
- Settle claim of trade promo with Distributor & Dealer.
- Lead and maintain marketing team; product manager, Communication team and market intelligence team
- Develop special incentive plan for DB and Sales team.
- Team-up with project implementation like; ERP, Capacity development, retail database development.

Assistant Manager, Business Development 07/2012 – 09/2015

Navana Furniture Ltd. (Manufacturing & Retailing through Showrooms & Dealers), Dhaka, Bangladesh

Direct Reporting: Adviser (As a Head of Business) (From 2014 to 2015)

Direct Reporting: Head of Business Development & Dotted Reporting: GM, Sales & Marketing (From 2012 to 2014)

No. of team member under supervision: 4 persons

- Formulate and implement marketing communication plan.
- Prepare and make ensure optimum utilization of the budget.
- Plan and implement monthly/festival campaigns and events
- Showroom branding, product display & merchandising.
- Coordinate agency/vendor and make ensure efficient execution.
- Launch new products through campaigns and events.
- Lead and maintain creative team, merchandiser and executives.
- Coordinate and execute cross functional work with other dept.
- Monitor and track the performance of retail sales and stock mtg.
- Maintain PR with Media, Associations and Govt. Bureau



WORK EXPERIENCE

Senior Executive, Client Services

01/2008 – 06/2012

Mattra (Advertising Agency), Dhaka, Bangladesh

Direct Reporting: Client Service Manager & Dotted Reporting: Managing Partner

- Manage multi accounts (Clients) and provide quality services to client and ensure growth of agencies with clients.
- Prepare clients brief and coordinate cross functional department (creative, media, outdoor, events and activation), ensure quality services as per client requirements within deadline.
- Develop communication strategy for 360° campaign plan, media plan, events plan and activation plan with financial & execution plan.
- Conduct market research through survey (random sampling), FGD, In-depth (One-to-one) for finding strategic roots for planning and execution.
- Coordinate and monitor project works.



EDUCATION

MBA

01/2013 – 06/2014

North South University, Dhaka, Bangladesh

BBA

09/2011 – 08/2014

National University, Dhaka, Bangladesh

HSC

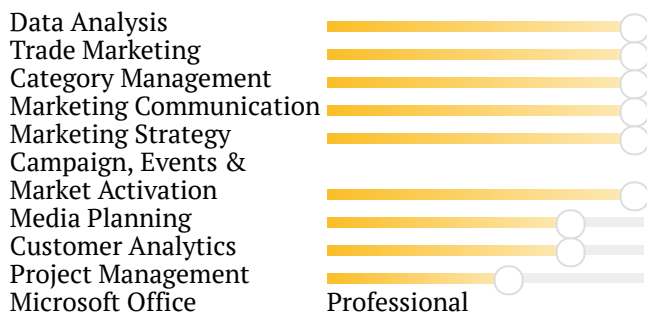
01/2000 – 12/2002

Dhaka Commerce College, Dhaka, Bangladesh

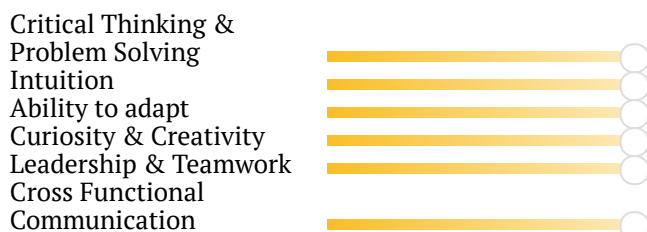


SKILLS

Professional Skills



Soft Skill



ACHIEVEMENTS

Achievements @ Bangladesh Lamps Ltd.: Joined as a Deputy Manager, Trade Marketing and after 1-year assigned additional responsibilities like; Product Management & Sales admin management. Successfully handled Trade Marketing, Category Management & Sales admin promoted as a Marketing Manager.



ACHIEVEMENTS

Achievements @ Navana Furniture Ltd.: Joined as a Senior Executive and promoted as a Assistant Manager and finally assigned as an acting Department Head of Business Development.

Achievements @ Mattra: Started as an intern in Client Service and after completion of internship joined as a Executive, Client Service. After that successful handling several brand, promoted as a Senior Executive, Client Service.



CERTIFICATES

Accounting For Non Accountant
IBA

02/2015

BI with MS Excel
bdjobs Training

07/2016

Customer Analytics
Coursera

09/2019

Create a Go-To-Market Plan
Linkedin

09/2019

The Complete Digital Marketing (12 Courses)
Udemy

12/2019

Python for Data Science and Machine Learning
Skill.jobs

04/2020



HOBBIES



Capturing moments



Feeling the music



Watching Movies



STRENGTHS

Patience

Balancing

Detail oriented

Evaluating

Learning

Listening

Multitasking

Optimistic

Trustworthy

Business storytelling

Identifying wasteful expenditures

Logical thinking



ACCOMPLISHMENTS

Marketing Manager
Bangladesh Lamps Ltd

10/2015 – present

- Sales growth: 10% @ 2017, 20% @ 2018 & 17% @



ACCOMPLISHMENTS

2019.

- Marketing Budget: Yr 2016: Tk. 20.79 Cr, Yr-2017: Tk. 22.77 Cr, Yr-2018: Tk. 23.93 cr & Yr-2019: Tk. 25.17 Cr.
- Category Management: Introduce 3 Main Categories and 10 Sub Categories. Total maintain 6 categories, 16 Sub categories & 357 SKU's. Among all rationalizing 55 fast-moving SKU, more focus on those & get tremendous growth and build standard safety stock.
- Module Development & Implementations for Category Management: Sales Forecasting Module for PSI, DB's standard & safety stock, HQ standard & safety stock, Invoicing standard quantity for primary sales.
- Market Potentiality: DB/Thana wise DB's market potentiality/opportunity explore and embrace with sales volume target. Beside also find market opportunity competition's from Import Data.
- Reduce Trade promo cost: through increasing ND, control over higher slab offer, reduce promo exploitation, price standardization. Yr: 2017: 16% (Value Discounting), Yr: 2018: 14% (Free Product) & 2019: 8.5% (Price standardizing, Direct Rate & Carton Offer Discount/Free Product)
- KAC: Manage 8500 Key Account Outlets (80:20 Sales Ratio) and give 20% growth year to year from 2017 - 2019
- Project: Retail census and get detail info; Retail address, Retailer contact, Route Map, GEO tagging of 78,000 retailers and successfully embraced in DMS the system.
- Activation: Signature Activation Program around Bangladesh among 148-200 Electric Cluster Market 3000-5000 KAC outlets and entertain retailer with dramatic performance, transfer new product knowledge, POS install, product placement offers, gaming, gift disbursement, customer engagement (100,000) and overall market buzz.
- Campaign: Successfully plan & execute new product campaign (Sales & Product Training, Initial product placement plan, Sales target, DB's investment plan, Communication materials, market activation, press & digital communication); initially placed highest order like; 66,000 Smart LED, 70,000 LED Backup, 200,000 LED Bright, 100,000 LED Green, 84,000 LED TL etc.
- Trade Branding: Install shop signage, shop identifier, POS materials and merchandising 8,500 outlets.
- Exhibitions: Participate National Power & Energy Fair and lead generate approx. Tk. 0.70 cr @ 2016 & Tk. 1.35 cr @ 2018.
- Develop alternate new channel; Digital Platform @ TranscomDigital.com & Daraaz.com, Modern Trade @ Uni-Mart, Rural channel @ 39 Dealer.
- Plan and execute sales conference 2018, DB's yearlong target and incentive plan 2018, Sales Incentive & Reward 2018.
- Develop Audio Visual of Corporate Portfolio, Company's Anthem, Product Portfolio and Sales Call.

**Assistant Manager,
Business Development**
Navana Furniture Ltd.

06/2012 – 09/2015

- Showroom interior, exterior, product display and merchandising @ 6 retail store and 80 franchise dealers.
- Develop Company's Corporate Profile, Website,



ACCOMPLISHMENTS

Facebook Page and Digital Catalog or Product Portfolio of the company.

- Eid-ul-Azha Campaign, Eid-ul-Fitra Campaign, Pohela Boishakh Campaign, Winter Festival Campaign, Bridal Festival Campaign, Clearance Sales Campaign, Dhaka International Trade Fair & Chittagong International Trade Fair from 2013 - 2105.
- Dhaka International Trade Fair, Chittagong International Trade Fair, National Furniture Fair, Branded Furniture Fair, Bangladesh Furniture & Interior Decor Expo, SAARC Trade Fair & Tourism, 2nd China – South Asia Expo & 22nd China Kunming Import & Export from 2013 - 2015.
- Annual sales growth rate was 12% in 2010-2011, 18% in 2011-212, 5% in 2012-213 & 10% in 2013-214.

**Senior Executive, Client
Service**
Mattra

01/2008 – 06/2012

- Developed & executed The Daily *KalerKantho's* 360° launching plan, which produced a mammoth response into the market.
- Developed media proposal including print and electronic media for *KalerKantho* which was worth of 50 million.
- Developed & implemented successfully 360 degree launching plan of Nexus-Pro credit card in Bangladesh.
- Developed & executed the product base promotional campaign of "Mousumi Industries Ltd" of Cute Toiletries Product like; Bath soap, Hair oil, Toothpaste, Talcum Powder and established all of these products as a renowned brand.
- Designed and conducted market research for *Starship Condensed Milk, Fu-Wang noodles, Nitol Insurance & TMT bars*.
- Coordinated an US based trade show named *Made in Bangladesh*.
- Planning the entire activities & executing the events of – "PULMUNOCON 2009 - Congress on Total Lung Health", "Bangladesh Pediatric Association", and also "Bangladesh Film Festival Award Ceremony 2008".
- Successfully launched "The Daily Kaler Kantho", DBBL's Nexus-Pro credit card, Cute Toiletries Product like; Bath soap, Hair oil, Toothpaste, Talcum Powder and established all of these products as a renowned brand.



REFERENCES

Syed Munir Hossain, COO

Response, response.munir@gmail.com , 01711540316

Shakeb Ahmed, Head of Marketing

Bangladesh Lamps Ltd.,
shakeb.ahmed@bll.transcombd.com, 01730326838