

Profile of

Md. Mazharul Yusuf Robin

DOB: 20/12/1985



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Core Competencies:

- **Education:** BBA and MBA (Major in Marketing) from University of Chittagong.
- **Total Experience:** 12 years+ experience in Direct Sales.
- **Role Experienced:** TSO, TSM, AM/DSM, ASM.
- **Industry covered:** Cement, Telecommunication, FMCG, Lubricant and Tobacco.
- **Work Location:** Sylhet, Chittagong, Comilla, Noakhali, Narayanganj, Munshiganj.

Present Job:

Job Title: Area Sales Manager at LafargeHolcim Bangladesh Ltd

Job Accomplishments:-

- Successfully converted credit clients into Cash (As per priority)
- Worked with New product and New Channel for Business growth.
- Successfully appointed New Distributor and D2R as and where required.
- Worked to increase SOW (Retail and Distributor).
- Effective team control to ensure growth and target achievement.

Achievement: “Best Area Sales Manager” 2020

Past Job History:

1) Title: District Sales Manager at “Robi Axiata Limited”

Duration: July’14 - Oct’17

Job Accomplishments:

- Appointed one distributor at Chittagong Road.
- Worked to ensure BTS uses at optimal level.
- Ensured DB house system as per guideline.
- Cluster wise Campaign design and management.
- Ensured proper utilization of regional budget.
- Ensured product availability & proper visibility.
- Worked with new coverage and ensured proper re-distribution management.

Achievements:

- RADP member
- Best DSM in Q3’2019
- “TOP GUN” Award in 2019

2) Title: Territory Manager at “Unilever Bangladesh Ltd”

Duration: October’10 – June’14

Job Accomplishments:

- Appointed 2 new distributor at Munshiganj and Mirkadim.
- Ensured SKU wise stock and re-distribution as per guideline.
- Increased PP contribution from 41% - 56% in Munshiganj territory.
- Implemented Perfect Store program successfully in rural market.
- Successfully controlled WS contribution to maintain strong re-distribution.
- Successfully reduced the Damage product ratio from 5% to below 2%.

Achievements:

- Best Performance Award (Perfect Store) 2012
- Best Territory Performance Award 2012 - Nepal tour.
- 2 times national E-learning Champion.

3) Title: Territory Sales Officer at Navana Petroleum Ltd.

Duration: February'10 – September'10

Job Accomplishments:

- Successfully prepared a Customer Database of Chittagong market
- Regular Influencer meet was the part of Job.
- Ensured the product supply through our customer service department.
- Customer wise Sales Forecast and required drive.
- Appointed a new distributor for Chittagong Area.

Academic credentials**Masters of Business Administration (Marketing)**

- Institution : University of Chittagong
- Result : 3.52 (Out of 4)
- Passing Year : 2007 (Held in 2009)

Bachelor of Business Administration (Marketing)

- Institution : University of Chittagong
- Result : 3.26 (out of 4)
- Passing Year : 2006 (Held in 2008)

Language Skills

- Bangla : Mother tongue
- Spoken English : Second language

Computer Literacy

- Operating System : Windows
- Application Software : MS Word, MS Excel, MS Power point
- Internet Skill : E-mail, Browsing.

Other Experiences

- Volunteer experience : I was a Member of BNCC and attended on many program as a volunteer.
- Awards received : I've got 1st prizes on all my years that I learn tobla.

Hobbies and Interests:

- To listen and play Music
- To Read books
- Love to watch movies.
- Love to travel.