# RAHAMAT MINHADUL KABIR

### **CAREER SUMMARY**

A skilled Marketing Specialist, driven to develop successful campaigns and product marketing plans and implementations that satisfy the clients, customers, consumers, and market stakeholders' expectations and meet the business objectives. Having 4+ years of professional experience and a progressive career working in 5 different industries (Tobacco, FMCG, Lubricant, Telecommunication & DTH and Banking) and 3 Globally acknowledged MNC Companies in multiple business roles to grow as a future business leader.

## **EMPLOYMENT HISTORY**

# Senior Executive, Regional Trade Marketing Beximco Communications Limited. AKASH DTH

Jul 2021 - Present

Achievements:

- Established and Implemented 600 plus Shop Signs(LIT/Non LIT) placement in retail shops of all over the region.
- Acquired and Executed Shutter Brandings, Wall Paintings, Billboards, Digital Adds in more than 300 plus Hot Spots and Highly Footfall places.
- Generated more than 5000 plus Sales through Activations (BP) and other on ground activities and yearly 25% contribution on total business of the region in 2021.
- Added and Enlisted some Super Shop channels in the business (Kenakata, Khulshi Mart, Basket etc.)
- Ensured merchandising and visibility in 2500 plus regular dealer outlets which increased 30 percent visibility of region.

#### Duties and Responsibilities:

- Lead Trade Programs, Campaigns and Promotional Events of the brand in the region.
- Lead Brand Activations (BP) & Executions of ATL, BTL & Sponsorship marketing activities to help the brand grow.
- Prepare commercial plan and on time execution of Marketing programs through liaison with agencies, vendors and cross functional teams.
- Monitor Market Trends, Research consumer insights and Analyzing brand positioning by regular market visit.
- Lead creative development to build Brand equity and motivate target audience using innovative methods.
- Align stakeholders on the brand's direction, choices and tactics.
- Assist marketing manager to prepare Market Operation Strategies.

## **Territory Sales Manager**

# Asian Consumer Care (Pvt) Ltd, Dabur Bangladesh

Mar 2021 - May 2021

- Achieving primary and secondary sales target and KPI's of the assigned territory.
- Distributors Management and monitor daily sales activities.
- Monitor and couch DVSM, DSR performance and leading the team to achieve the targets.
- Relationship management with key wholesale customers.
- Ensure proper trade schemes management and trade promotion execution.
- Maintain dealers' stock as per company policy and submit daily reports.

# Field Marketing Executive Japan Tobacco International, JTI



Nov 2019 - Jan 2021

### Achievements:

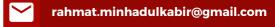
- Recognition for Introducing trade program "Vacuum Box" which later on launched nationally as effective program in the business market.
- Increased Sales volume of "Sheikh Smooth" Brand (ads: from 50 to 1200 sticks) through trade and consumer programs, field activations and POSM execution.
- Become best performer FME of the month in Feb
- Ranked and Obtain among Top 3 position in several projects (Winter Puff, Loyal Friend, Revive, MORE)

### Duties and Responsibilities:

- Ensure proper merchandising and trade and consumer program execution by leading team members.
- Achieving monthly trade program sales volume on agreed targets.
- Achieve offtake target by brand by SKU through designed program.









South Khulshi, Chattagram, BD

# **EDUCATIONAL QUALIFICATIONS**

BBA in Marketing (Major) & Finance (Minor)- 2018

**Chittagong Independent University** 

CGPA: 2.31 out of 4.00

**HSC in Business Studies- 2013**Chittagong Metropolitan Commerce
College

SSC in Science- 2011 Agrabad Government High School

# **SPECIAL QUALIFICATION**

Brand-Building Strategies

**Profitability Assessments** 

Trade Marketing

**Advertising Campaigns** 

Sales Quota Management

Sales Program Coordination

Marketing Strategy Development

Supplier Liaison Business Analytics

Partnership Marketing

Multi-Channel Campaigns

Online Presence Monitoring

E-Commerce Sales

Market Trend Analysis

Campaign Management

- Design channel wise modality, cost and budget of the trade and consumer program and implementation of the program as per business need.
- Responsible in exploring sales strategy and business development in the assigned territory.
- Train and Motivate the Sales team and Field Marketing team (OI, FSS, FMS, BA, CMO, SR).
- Regular market visits to understand market trends, competitor activities, customer behavior and field force execution evaluation.
- Data compilation in an effective manner and ensure timely delivery of all reports with insights.
- Provide data analysis with insights of current business scenario and conducts monthly business review presentation to the management.
- Ensure positive relationship with JTI DP Finance Team, Logistics and Management and Vendor Agencies and Ensure the cascade and implementation of all JTI directions to the team.

# **Marketing Executive**

# Ranks Petroleum Limited (Shell Bangladesh)



Oct 2018 - Oct 2019

Achievements:

- Onboarded some popular E-Com partners in online business (Daraz, BAGDOOM, SpeedonX, Othoba).
- Achieved highest number of online sales in a month during the year 2019.
- Generated yearly 20% growth in online Sales.
- Successfully rebranded company's regular publications, customer engagement, boosting in social media platforms to increase brand recognition and subscription rate increased 20% through this.

### Duties and Responsibilities:

- Lead the E-commerce Channel and entire Online Sales operation of the company.
- Onboarded E-commerce and Online Sales partners in the business.
- Achieving monthly online sales target according to forecasts.
- Working closely with Marketing team for the Campaigns & Brand launch, ATL and BTL marketing Activations.
- Lead the National BA Activation in Consumer Centric Program.
- Negotiated Terms and Condition and Consumer offer with the new and existing business partners.
- Build and maintain effective Corporate Customer Relationships Management.
- Ensure Branding, Discount and Combo offers at the E-commerce sites.
- Managing exclusive consumer offer from online business partners and after sales service
- Verifying payments and seller's copv.
- Made Sales Order in ERP and On time bill settlement with proper documentation with Finance Team.
- Ensure the availability of stock of products from warehouse for online sales.

# **Marketing Intern**

## **Dutch Bangla Bank Ltd.**



Feb 2018 - Apr 2018

- Participated in marketing communication campaign of DBBL.
- Visited in various wholesale traders, garments, private firms & Schools to promote the banking facilities of Student A/C, Salary A/C, Rocket A/C, Current & Savings A/C and various DPS schemes of DBBL to Convince and manage the clients to open the account and service.

## **SELF-ASSESSMENTS**

- People Management and Leadership experience as I have been empowered to lead a regional team in Bexcom, a territory business in JTI, Dabur and National BP Project in Shell.
- Experience working in WHOLESALE market as I was been assigned in Chaktai and Reazuddin Bazar territory, the biggest wholesale markets in Chattogram
- Sales Operation experience (Route to Market) as I was been affiliated with sales in JTI, Dabur and Shell.
- Able to plan for area business considering 360-degree angle as I have experienced to develop a territories business growth in JTI, Regional Market Operations plan in Bexcom.
- Able to challenge the status Quo as I have been assigned in one of the challenging Territory with less opportunity market (Matiranga) in JTI.
- Highly Proactive in taking initiatives as I was recognized for taking such effective business initiatives in JTI and Shell.
- Negotiation Experience as I have negotiated regarding terms and conditions, commission's, return policies with the clients and partners in Shell.

# PERSONAL SKILLS

Team Leadership Negotiation Skills

Organized & self-motivated

Service Orientation Work Ethics

Time Management Adaptability

**Excellent Communication** 

# **TECHNICAL SKILLS**

MS Office WPS Office

Google Docs

Emails Management

Email Marketing

Social Media Management

Data Analysis

# **PERSONAL INFO**

Nationality: Bangladeshi Marital Status: Unmarried

Gender: Male DOB: 04/04/1994

## **LANGUAGES**

English

Bengali

Hindi

## REFERENCES

Mr. Fahim Hossain

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