



MD. IMRAN HOSSAIN

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OBJECTIVE

As a young professional visionary want to contribute and speed up the growth of the organization as well as my career with hard work, impactful learnings and insights.



PROFESSIONAL EXPERIENCE

STM (Senior Territory Manager) | BEXIMCO Communications Limited

NOVEMBER 2021 – PRESENT

DESIGNATED WORKING AREA: SYLHET

I am responsible for-

- ✓ Attaining territory sales target (**primary, secondary & tertiary**).
- ✓ Developing right distribution channel to optimize availability of products.
- ✓ Monitoring and coaching DSR & BP to generate desired output.
- ✓ Arrange & execute trade marketing activities.
- ✓ Ensure brand visibility and awareness through POSM and BP (Brand Promoter).

FME (Field Marketing Executive) | Japan Tobacco International Bangladesh

FEBRUARY 2019 – SEPTEMBER 2021

DESIGNATED WORKING AREA: RAJSHAHI

I was responsible for-

- ✓ Working with 3 Key Levers of Field Marketing; Distribution, Merchandising and Consumer.
- ✓ Numeric and Weighted Distribution with Proper Merchandising by Analyzing ADS and AMS for ensuring AVA (Availability, Visibility and Accessibility).
- ✓ Consumer & Trade Program Design and Execution depending on territory market insight to Creating Awareness and Consideration of Product among Consumers.
- ✓ Coordinating New Product Launching (Liggett Ducat- GFB of JTI Group) in Collaboration with Sales Team in Territory level.

TSE (Territory Sales Executive) | Philip Morris Bangladesh

JULY 2018 TO SEPTEMBER 2018

DESIGNATED WORKING AREA: UTTARA

I was responsible for-

- ✓ Supervising FF for achieving sales target by analyzing Present ADS, Required ADS and Projected AMS as well as ensuring continuous growth.
- ✓ Briefing trade communication to the FF and ensuring proper execution in market.
- ✓ Merchandising execution & consumer activation on field through dedicated team.

Intern | Philip Morris Bangladesh

JANUARY 2018 TO JUNE 2018

DR PROJECT SUPERVISOR (PROJECT OUTREACH)

DESIGNATED WORKING AREA(S): **UTTARA, DAKKHINKHAN, BOARD BAZAR**

I was responsible for-

- ✓ Supervision over a sales team consisting of 7 DR's (Distribution Representative)
- ✓ Creating new **Route Plans** for every 3 months and modify them if needed
- ✓ Preparing salary sheet for the DR's based on their attendance and performance.



EDUCATION

BBA (Bachelor of Business Administration) | BRAC University

Major in Marketing and HRM (Human Resource Management)

Passing Year: 2018

CGPA: 2.81

Higher Secondary Certificate | Ghatail Cantonment Public School & College

SUBJECT: Business Studies

Passing Year: 2012

GPA: 4.80

Secondary School Certificate | Rajendrapur Cantonment Public School & College

SUBJECT: Business Studies

Passing Year: 2010

GPA: 4.38

IELTS

Score: 7.5



PERSONAL INFORMATION

Father's Name : Md. Delowar Hossain
Mother's Name : Nasima Begum
DOF : 13/07/1995



PROFESSIONAL REFERENCES

Md. Mehedi Hasan Maruf

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Unilever Bangladesh Limited
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