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SOCIAL

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KEY ACHIEVEMENT

- Best Employee award 2015 & 2017.
- Launching new product successfully.
- Developed and implemented a new sales forecast system.
- Increased customers' interest in new product lines
- Sales increase 100% within 2 years.

Md. Mahmudul Islam

Assistant Manager- Marketing (Trade)

PERSONAL STATEMENT

I am a competent marketing professional with a Postgraduate Degree (MBA) in Marketing. I have marketing and Business development experience that covers all areas of the marketing mix including product, Sales, Market communication, brand, merchandising, PR, print production, digital and online marketing, Product development and sales promotions. I am looking for a position at an innovative company with a good customer mix from start up to market leading brands. To use my Marketing and Business Development oriented skills in the best possible way for achieving the company's Marketing goals.

WORK EXPERIENCE

Assistant Manager- Marketing (Trade)

2013-date

Partex Star Group

As Assistant Manager – Marketing of Partex Star group, my duties and responsibilities:

- Assist the Retail Store Manager in planning and implementing strategies to attract customers.
- Coordinate daily customer service operations (e.g. sales processes, orders and payments).
- Track the progress of weekly, monthly, quarterly and annual objectives.
- Monitor and maintain store inventory.
- Evaluate employee performance and identify hiring and training needs.
- Supervise and motivate staff to perform their best.
- Coach and support new and existing Sales Associates.
- Monitor retail operating costs, budgets and resources.
- Suggest sales training programs and techniques.
- Communicate with clients and evaluate their needs.
- Analyze consumer behavior and adjust product positioning.
- Handle complaints from customers.
- Research emerging products and use information to update the store's merchandise.
- Create reports, analyze and interpret retail data, like revenues, expenses and competition.
- Conduct regular audits to ensure the store is function able and presentable.
- Make sure all employees adhere to company's policies and guidelines.

Sr. Executive marketing

2011-2013

S D Group

As Sr. executive- Marketing of S D group, my duties and responsibilities:

- To ensure corporate & direct customer's support through regular communication on routine basis.
- Communication with the production & distribution department to ensure smooth supply of products at customers.
- Competitors activities (In corporate level) weekly basis monitoring price/trade offer/catalogue to update our product head.
- Establish well professional relationship with key customers & potential customers providing best support as per company's policy for maximizing sales.
- Attending regular team meeting & active participation with overall market situation/competitor's information and excellent team performance.

SKILLS

- Marketing Strategies & Campaigns.
- Corporate Communications.
- Creative Team Leadership.
- Product Positioning & Branding.
- Web & Print Content Development.
- Focus Group & Market Research.
- Development of Training Materials.
- Sales Collateral & Support.
- Public & Media Relations.
- New Product Launch.

REFERENCES



Md. Shafiur Rahaman
Sr. Manager
Partex star group
01713 093559
shafiur@psgbd.com



Md. Shafiqul Islam
Manager
Classy Dot
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“Mahmud is a competent marketer who has worked tirelessly on our account. His reports are thorough and give us everything we need to make strategic marketing decisions from the very top. I would not hesitate to recommend him.”

Shafiur Rahman
Sr. Manager- sales
Partex Star Group

WORK EXPERIENCE (continued)

Executive- Marketing (Intern)
Quantum Properties Ltd.

2011-2011

As an unpaid intern, my duties and responsibilities:

- Planning, developing and implementing effective marketing communication campaigns.
- Using the full marketing mix for the company's marketing communications.
- Monitoring ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occur.
- Producing an accurate summary of total spend at the end of a marketing campaign.
- Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.
- Assisting in the production of ongoing competitor analysis and reporting, with particular reference to pricing, presentation and promotion.

EDUCATION

Master of Business Administration (MBA)
The Millennium University
GPA: 3.81/4.0 (Marketing)

2014

Bachelor of Business Administration (BBA)
Uttara University
GPA: 3.64/4.0 (Marketing)

2011

Higher Secondary Certificate (HSC)
Swarupkathi Govt. Collage
GPA: 3.80/5.0 (Commerce)

2006

Secondary School Certificate (SSC)
Swarupkathi Collegiate Academy
GPA: 3.38/5.0 (Commerce)

2003

Personal Strengths:

- Capable to work under immense and in a challenging work environment while taking responsibility for the improvement on individual and group outcome.
- Experience in creating and developing team oriented project and presentation.
- Strong physical and mental condition.
- Process good interpersonal and strong communication skill.

HOBBIES & INTERESTS

- Walking
- Cycling
- Biking
- Travelling
- Reading
- Music
- Games
- Social Camping