

Meherab Uddin Shakal

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CAREER INTERESTS

Marketer with an affinity for compelling storytelling and innovation that can unlock solutions to resolve consumer tensions by creating unique and lasting consumer impact.

EXPERIENCE

British American Tobacco Bangladesh

(A fortune 500 company is a part of a leading global multi-category consumer goods business that operates over 180 markets) .

*Narsingdi, Bangladesh
April 2021 – July 2022*

Area Manager / Project Lead B2B2C

- Activated POC retail partner based e-commerce platform ‘Shophoth.com’ to ensure digitization at the grassroots level.
- Crafted & executed rural marketing campaign (Festival campaign) with advertising agency for Shophoth.com which awarded in Commward 2022
- Assisted project team in sub agent selection criteria setting, agent management & campaign activation by developing retail performance matrix which improved basket value by 26% (BDT 416 vs BDT 523) within a year
- Managed BDT 1200 crore yearly turnover business in highly fragmented retail landscape while monitoring & guiding sales team during different brand campaigns
- Supervised OTIF admin work (billing, contract renewal) & two distributors along with yearlong roadmap, succession plan
- Led & developed team members (4 territory officers) with individual development plan, coaching & regular supervision to prepare talent pipeline for future critical roles in the organization

British American Tobacco Bangladesh

*Chittagong, Bangladesh
September 2019 – March 2021*

Territory Officer

- Developed channel & managed 2nd largest wholesale market (Riazuddin Bazar); BDT 60 crore monthly turnover
- Prepared competition footprint from quantitative research to launch campaign, resulted 10% gain in market share
- Supported regional teams to interpret retail data and finalize periodic demand planning.

British American Tobacco Bangladesh

*Gaibandha, Bangladesh
November 2017 – August 2019*

Territory Officer

- Augmented 3 brand campaigns consumer engagement modality based on consumer footprint & demographic trial analysis
- Initiated alternative distribution model for riverine markets; resulted 23% jump in daily sales & positive impact on ROI

EDUCATION

North South University

Bachelor in Business Administration, Marketing

*Dhaka, Bangladesh
Graduation Date: April 2017*

- CGPA – 3.29
- Sub Executive: NSU Marketing & International Business Club

COURSEWORK & CERTIFICATION

Digital Marketing Competencies

by Institute of Business Administration, Dhaka University (Successfully Completed)

*Dhaka, Bangladesh
January 2021 – February 2021*

AWARDS & RECOGNITION

COMMWARD GOLD 2022 – EID CAMPAIGN

Acquired the COMMWARD 2022 under rural marketing category for the festival campaign end to end execution

3 YES TIER (Quarterly Performance Reward)

For developing channel, stabilizing price & managing B2B platform

1 LEADERSHIP TEAM RECOGNITION (Individual Excellence)

For facilitating informed decision making of the retail business unit of Chittagong through impactful analysis

FUNCTIONAL PROFECIENCY

Data Sorting & Visualization: Microsoft Excel

Designing: PowerPoint & Adobe Illustrator

REFERENCES

Tasbirul Alam Abir

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