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## Md. Mahmudul Islam

### OBJECTIVE

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.

### PROFESSIONAL ACHIEVEMENTS

. • 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.

### 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.

### WORK HISTORY

JOB TITLE	COMPANY NAME	RESPONSIBILITIES	From	To
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JOB TITLE	COMPANY NAME	RESPONSIBILITES	From	To
Assistant Manager- Marketing (Trade)	Partex Star Group	<ul style="list-style-type: none"> <li>• Assist the Retail Store Manager in planning and implementing strategies to attract customers.</li> <li>• Coordinate daily customer service operations (e.g. sales processes, orders and payments).</li> <li>• Track the progress of weekly, monthly, quarterly and annual objectives.</li> <li>• Monitor and maintain store inventory.</li> <li>• Evaluate employee performance and identify hiring and training needs.</li> <li>• Supervise and motivate staff to perform their best.</li> <li>• Coach and support new and existing Sales Associates.</li> <li>• Monitor retail operating costs, budgets and resources.</li> <li>• Suggest sales training programs and techniques.</li> <li>• Communicate with clients and evaluate their needs.</li> <li>• Analyze consumer behavior and adjust product positioning.</li> <li>• Handle complaints from customers.</li> <li>• Research emerging products and use information to update the store's merchandise.</li> <li>• Create reports, analyze and interpret retail data, like revenues, expenses and competition.</li> <li>• Conduct regular audits to ensure the store is function able and presentable.</li> <li>• Make sure all employees adhere to company's policies and guidelines.</li> </ul>	2013-09-08	2020-02-21

JOB TITLE	COMPANY NAME	RESPONSIBILITES	From	To
Sr. Executive marketing	S D Group	<ul style="list-style-type: none"> <li>• To ensure corporate &amp; direct customer's support through regular communication on routine basis.</li> <li>• Communication with the production &amp; distribution department to ensure smooth supply of products at customers.</li> <li>• Competitors activities (In corporate level) weekly basis monitoring price/trade offer/catalogue to update our product head.</li> <li>• Establish well professional relationship with key customers &amp; potential customers providing best support as per company's policy for maximizing sales.</li> <li>• Attending regular team meeting &amp; active participation with overall market situation/competitor's information and excellent team performance.</li> </ul>	2011-05-01	2013-08-30

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## EDUCATION

DEGREE	INSTITUTE	GRADE	MAJOR	MINOR	LOCATION	DATE
M.B.A	The Millennium University	3.81	No data found	No Data Found	Dhaka	2014-08-30
B.B.A	Uttara University	3.64	sadfas	No Data Found	Dhaka	2011-04-30
H.S.C	Swarupkathi Govt. Collage	3.80	No data found	No Data Found	Barisal	2006-09-07

DEGREE	INSTITUTE	GRADE	MAJOR	MINOR	LOCATION	DATE
S.S.C	Swarupkathi Collegiate Academy	3.38	No data found	No Data Found	Barisal	2003- 07-15

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REFERENCE

**Manager**  
Partex Star Group  
01713093559