**KHONDAKAR YASIR ARAFAT**

Address: Vill-Uttor Borogacha,

PO-Natore sader, PS-Natore sader, Dist- Natore   
Home Phone: 077166018   
Office Phone: 01851169269  
Mobile : 01740780861   
e-mail : arafat.marketexpress@gmail.com, [kh.arafat\_123@yahoo.com](mailto:kh.arafat_123@yahoo.com)

**Career Objective:**

To secure a position with a well-established organization with a stable environment that will lead to a lasting relationship in the field of the Bank/Non-Bank Institution .To obtain the position that will enable the use of my skills and ability to work well.

**Career Summary:**

Job title:  
Increasing bottom line profitability through sales and marketing strategies .  
Performance profile:  
Accomplished executive with a proven ability to develop and implement Bank/Non-Bank Institution strategies that support business and financial objective.  
Areas of expertise:  
\* High volume, High Dollar Negotiations  
\* Analytical and Financial skills  
\* Strategic / tactical planning.   
\*Statistical modeling and ROI analyses.

**Special Qualification:**

\* Work well under pressure as part of a team.  
\* Responsible, efficient and flexible.  
\* Ability to work in a fast-paced, intense environment smoothly  
\* Talented in problem solving and office system design  
\* Hard worker and quick learner.

**Employment History:**

**Total Year of Experience :** 9.3 Year(s)

**1. Area HR-Coordination Officer ( September 01, 2013 - Continuing)**

**Market Express Ltd.**  
Company Location : House No-1, Road No-16, Gulshan-1,Dhaka-1212   
Department: Project Uttaran ,Unilever Bangladesh Ltd.

***Duties/Responsibilities:***  
\*Ensure Proper Record Management of the Field Force  
\*Provide candidates for recruitment  
\*Compile Payroll Management Information  
\*Maintain daily attendance of the field force  
\*Prepare individual Field Force Performance Records  
\*Ensure Salary & Incentives of the field force are disbursed within the given time line  
\*Provide suitable career management opportunities for the field force  
\*Ensure proper asset management and security  
\*Make good team sprite

**2. Pollyduth Supervisor ( November 01, 2011 - August 31, 2013)**

**INTERSPEED MARKETING SOLUTIONS LTD.**  
Company Location: House No-408,(1st floor), Lane-29, Mohakhali-10, Dhaka-1206   
Department: Pollyduth project, Unilever Bangladesh Ltd.

***Duties/Responsibilities:***  
\*Recruitment of Pollyduth train-up.  
\*Develop programs to efficiently increase sales.  
\*Develop and maintain good Relation with parties of our distribution house.  
\*Monitor our competitors€™s actives and market behavior, gather and analyze data.  
\*Identification of any problems and opportunities in Distribution House & Market.  
\*Monitor daily sales & All Pollyduth.  
\*Coordinate the activities of Pollyduth team and district. of coverage in line with the marketing policy & target.  
\*Make good team sprite.

**3. Field Sales Executive ( October 03, 2010 - July 31, 2011)**

**M/S.Gani Enterprise, Natore.(Distributor UBL)**  
Company Location : Bolaripara , Horishpur , Natore Sader   
Department: Sales , Distributor ,Unilever Bangladesh Ltd ,Natore .  
***Duties/Responsibilities:***  
\*Sales monitoring and market develop  
\*Sales teem monitoring and supervision  
\*Monitoring the various kind of sceeme in market from by the given of company.   
\* To develop the SO/SSO performance.  
\* Reporting to Territory manager about the daily activities.  
\* Perfect store monitoring and SO / SSO's KPI monitoring.  
\* Monthly value target achieve  
\* Brief low performer for developing in market and achieve for his won KPI.  
\* solving problem with smoothly

**Academic Qualification:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Exam Title** | **Concentration/Major** | **Institute** | **Result** | **Pas.Year** | **Duration** |
| MBA | Marketing | Darul Ihsan University | CGPA:3.63 out of 4 | 2011 | 2 years |
| BSS | Social Science | National University | Second Class, Marks :100% | 2009 | 3 years |
| HSC | Humanities Group | N.S Govt. College Natore | CGPA:2.8 out of 5 | 2004 | 2 years |
| SSC | Humanities Group | Moharaja J.N High School | CGPA:2.13 out of 5 | 2001 | 2 years |

**Career and Application Information:**

|  |  |  |
| --- | --- | --- |
| Looking For | : | Entry Level Job |
| Available For | : | Full Time |
| Present Salary | : | Tk. 25000 |
| Expected Salary | : | Tk. 35000 |
| Preferred Job Category | : | Bank/Non-Bank Fin. Institution/Marketing/Sales, HR/Org. Development |
| Preferred District | : | Anywhere in Bangladesh. |
| Preferred Country | : | American Samoa, Germany, India, Italy, Japan, Sweden, Australia, Austria, Canada, Russia |
| Preferred Organization Types | : | Telecommunication, Manufacturing (FMCG), Buying House, Manpower Recruitment, Direct Selling/Marketing Service Company, Cosmetics/Toiletries/Personal Care, Third Party Auditor (Quality, Health, Environment, Compliance |

**Specialization:**

Fields of Specialization

* FMCG Sales & Marketing
* Consumer Durables - Sales & Marketing
* Distribution/Supply Chain Management
* Brand Promotion
* Advertising & Promotion

**Language Proficiency:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Reading** | **Writing** | **Speaking** |
| Bangla | High | High | High |
| English | High | High | Medium |

**Personal Details :**

|  |  |  |
| --- | --- | --- |
| Father's Name | : | Khondakar Abdul Mannan |
| Mother's Name | : | Ferduse Ara Daisy |
| Date of Birth | : | November 30, 1985 |
| Gender | : | Male |
| Marital Status | : | Single |
| Nationality | : | Bangladeshi |
| National Id No. | : | 7346444875 |
| Religion | : | Islam |
| Permanent Address | : | Vill- Uttor Borogacha, PO- Natore sader, PS- Natore sader, Dist- Natore |
| Current Location | : | Bogra |

**Computer Skill**

1. Computer Office Application (MS Word, MS Excel, PowerPoint).

**Hobby**

Traveling, Reading, Writing, Playing and Watching TV.

**Reference (s):**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Reference: 01** | **Reference: 02** |
| Name | : | **Syed Ziqrul Bin Zamir** | **Mohammad Rakibul Hasan(Rakib)** |
| Organization | : | Unilever Bangladesh LTD. | **Market Express Ltd.** |
| Designation | : | Area Manager ( Bogra Sales Area ) | **Project Manager** |
| Address | : | ZN Tower,Gulshan-1,Dhaka 1212. | Gulshan-1, Dhaka-1212, |
| Phone (Off.) | : | 01714047201 | 01916061116 |
| Phone (Res.) | : |  |  |
| Mobile | : | 01714047201 | 01793730383 |
| E-Mail | : | ziqrul.zamir@unilever.com |  |
| Relation | : | Official | Official |

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**Khondakar Yasir Arafat**

Date: 28-02-2020