



MD. SHADEQR RAHAMAN

Mailing Address: H# 44, R# Poribag ,Banglamotor, Dhaka .

Email: neel.shaon@gmail.com,

Contact Phone # (+88) 01712-518615

MARKETING & SALES

Date of Birth: 1st
Jan, 1985

Age as on 22th Oct 20:
35 yrs,9 month & 21
days

NID #: 2699039525198

Looking For:
Mid Level Job

Present Salary:
= 40492

Available For:
Full Time

Preferred District:
Dhaka

Total Year of
Experience: 10 Year (s)

At Nitol Niloy Group:

Sr. Executive
Executive
Sr. Officer
Officer

Computer Skill:
Sound in Microsoft
word, excel, and power
point & others.

Career Summary:

Working as a Sr. Executive: Digital Marketing & Corporate, Sales & Marketing & Dealer Management & Bank Loan Management at Nitol Niloy Group, Sole Distributor of TATA Motors Ltd. from 2013 to Till Now and Having B.B.A, M.B.A. With IT & Total 10+ Years Working Experience in the Field of Marketing and Sales Along with the Showroom and Dealer Maintains of Companies in Bangladesh.

Career Objective:

To Work as a Manager in Marketing & Sales Department of Any Large Local or Multinational Organization. So That My 10+ Years Working Experience, Situational and Transformational Leadership Skill and Relevant Knowledge Can Be Utilized to Increase Profitability and Promote Growth of the Organization.

Special Qualification:

I Like to Work Practically Involving a Very Effective & Efficiently Marketing Activity Because Market Depends on Technique & Challenge. I Like Roaming Round Each and Every Department of Marketing to Solve the Problem.

Employment History:

1: Company Name: Nitol Niloy Group (NNG), Sole Distributor of TATA Motors Ltd.

Designation: Sr. Executive, Department: Marketing & Sales

Duration: (January 14,2013 – Till Now) (7.9 Months), Company Location: Dhaka

Responsibility With Achievement:

- Develop innovative and effective DIGITAL MARKETING activities & maintain organization presence - Facebook, Instagram, Google, email, SMS, Whats App,etc.
- Bank Loan Management- MOU with Mutual Trust Bank Ltd.
- Branding- print media & corporate
- Implement regional sales program by developing different sales office for field sales action plan.
- Design and develop ABP to Formulating, Implementing and Monitoring action plan to ensure achievement of sales targets as a sales person.
- MAINTAIN SHOWROOM & VAT compliance and improve traffic to meet business objectives. Ensure implementation of (Joint Business Plan) with (5) DEALERS.
- Create current and detailed (400+) corporate and (1500+)individual customer DATA BASE then maintain strong personal relationship for Individual & CORPORATE MARKETING.
- Financial consultations with Credit Customer EMI Collection from customers.
- Actively participate in BTL activities & communicate market platforms & maintain high

Soft Skill:

Digital Marketing,
Teamwork, Convincing,
Inspiring, Influencing,
Negotiation, Leadership.

level pipeline management for MARKET DEVELOPMENT (Dhaka Base)

- ORGANIZE EVENT (40+) Fair, Road Show and DEMO for developing the market growth.
- ANALYSIS 10+ COMPETITORS data & perform MARKETING RESEARCH on focus group from primary & secondary source.
- Ensure AFTER SALES SERVICES to the 200+ client and improve company appearance.
- SUPPORT head of sales to plan, effective product positioning in the market & conduct competitive strategic analysis.

2. Company Name: Drik Media

Designation: Executive, Activation , **Department:** Event Management

Duration: (June 11, 2011 - July 31, 2012) (1.2 Months) **Company Location:** Dhaka

Responsibility With Achievement:

- Event Execution
- Maintain Strong Personal Relation With Existing & Potential Corporate Consumer..
- Introduce New Products To The Market And Execute Promotional Activities In Innovative And Effective Way.

3. Company Name: Banglalink Service Point

Designation: Customer care repensetive **Department:** Customer care

Duration: (December 1, 2009 - January 31, 2011) (1.2 Months) **Company Location:** Dhaka

Responsibility With Achievement:

- Maintain Strong Personal Relation and provide best service to Existing & new Consumer.

Interest and Hobbies:

- Changing Business Environment.
New Creative Selling Concept.
- Reading Magazine, Cricket, Badminton.
- Meeting people from different backgrounds.
- Research Work & Strategic Business Development.

Academic Qualification:

Name of Exam.	Board/University	Division/Class /GPA/CGPA	Major Area	Year
(M.B.A) Master of Business Administration	Stamford University Bangladesh	CGPA:3.32 out of 4	"Marketing"	2011
(B.B.A.)Bachel or of Business Administration	Stamford University Bangladesh	CGPA:2.83 out of 4	"Marketing"	2009
(H.S.C.) Higher Secondary Certificate	Govt. Nazimuddin College, Madaripur	CGPA:2.4 out of 5	"Commerce"	2003
(S.S.C.)Seconda ry School Certificate	U.I. Govt High School, Madaripur	CGPA:3.63 out of 5	"Science"	2001

Language:

Proficiency at Speaking, Understanding, Reading And Writing both Bengali And English Understand Hindi Also.

Professional Training:

Training Title:	Institute:	Topics Covered:	Duration :
Leadership Skill Development	Nitol Niloy Group	Types of Leader & character etc	1
VAT System In Showroom	Nitol Niloy Group	Mushok, Shanglap	1

Excel for Professionals	Nitol Niloy Group	Mid Level	1
Basic Technical Knowledge for Sales Persons	Nitol Niloy Group Mechanic Training School (MST)	Technical Knowledge on private car	2
Team Building & Team Development	Nitol Niloy Group	Developing effective teams, Stages of Team Development etc.	1
Sales Process and Technical Issues for Sales Personnel for PCBU	Nitol Niloy Group Nitol Niloy Group	Market Development, Sales Technique, Corporate Marketing etc.	1 1
LGSP Audit Programme	Saha Mazumder & Co.	Financial Statement, Collecting Data and Others	2 months

Specialization:

Fields of Specialization	Description
Digital Marketing	» Facebook, Instagram, Google, email, SMS, Whats App
Bank Loan Management	» Strong Relationship with various bank
Business Development	» Nationwide Dealer Setup. » Setup Expert Sales Team With Target-Sales. » Mobile Service Team & Showroom Service Center Setup. » Maintain Strong Corporate Database.
Corporate Marketing	» Create Corporate Offer. » Utilize Special Technique For Corporate Marketing. » Organize Fair, Road Show And Demo.
Brand Promotion	» Product Positioning, Campaigns & Branding. » Emphasize On Integrated Marketing Communication.
Relationship Marketing	» Sustain Corporate Communications. » Strong Focus On Personal Relation. » Continue Internal Relation For Within The Organization.

Professional Strength:

- Leadership and Interpersonal Skills Capable of Building Strong Working Relationships and Influencing and Customers and Internal Stakeholders.
- Strong Analytical Skills with Ability to Develop Strategies, Tactics & Measurable Implementation.
- Results Oriented, Entrepreneurial and Self-Motivated.
- Sound Commercial Understanding of Business Issues and Opportunities.
- Clear Understanding of Sales and Marketing Strategy and Planning Issues.
- Team Working Spirit and Excellent Communication Skills.
- Highly Motivating and Encouraging as a Guide.

Father's Name :

MD. SAFIQR
RAHAMAN

Mother's Name:

SHAHANOR BEGUM

Permanent Address :

Master
Colony, Madaripur
Sadar, Madaripur 7900

Religion: Islam.

Nationality:

Bangladeshi by birth.

Home District:

Madaripur

Marital Status: Married

Place of Birth: Dhaka.

Blood Group : O +ve

Height : 5.4'

Weight : 73 Kg

1	Name of Referee: Mahbub Alam	Contact Number: +8801917-400834 Relationship: Professional
	Job Title: AGM and Dept. Head of Passenger Car Division	
	Company: Nitol Niloy Group (NNG)	
	Address: 71 Mohakhali C/A, Dhaka-1212	
2	Name of Referee: Md. Azizur Rahman	Contact Number: +8801749-817540 Relationship: Relative
	Job Title: Director General 2	
	Company: Prime Minister Office	
	Address: Prime Minister Office, Tejgaon, Dhaka	

DECLARATION OF AUTHENTICITY

"I CERTIFY THAT ALL INFORMATION STATED IN THIS RESUME IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE, I AUTHORIZE THE RECEIVER OF THIS RESUME TO VERIFY THE INFORMATION PROVIDED IN THIS RESUME"

Yours Truly,

SIGNATURE: -----
Md. SHADEQUR RAHAMAN

DATE: 22-10-2020