

Mahmud Al Mamun Bhuiyan

MBA in Marketing

Primeasia University

Dhaka, Bangladesh



Contact:

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Professional Summary

Professionally expert in marketing, sales and business development management almost five (05) years with exceptional planning and execution capabilities. Accomplished executive with a proven ability to develop and implement marketing and sales strategies that support business and financial objectives. Recognized as an expert in applying marketing plans & concepts to achieve organizational goals on a startup project, financial forecasting of BDT 30 million in a cloud-based ecommerce marketplace. Highly-trained in client-relationship management with in-depth understanding of customers' requirements gathering and market trends. Focused and involved in managing and leveraging client relationships management and new business opportunities.

Highlights

- Stakeholder management
 - Prospecting
 - Market research
 - Forecasting and planning
 - User acceptance testing
 - Promotion's development
 - Key relationship building
 - Exceptional presentation skills
 - Advanced problem-solving abilities
 - Persuasive negotiator to close a sale.
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Career Objectives

- To secure a position that enables me to use my skills that I have obtained through my education and work experience specially on e-commerce, cloud-market platform through digital marketing and affiliation program.
 - Also be a successful leader at that position where there is a lot of opportunity to display creativity, take responsibility, do hard work and show sincerity.
 - Manage & monitor activities of all associate departments as the standards of service excellence, policies & producers, training where needed.
 - Establish an amicable relationship with all the clients, customers and guests through strong communication skills both in verbal and written form and ensure their satisfaction.
 - With Tech knowledge set budget, monitor profit & loss, up-sell to maximize the revenue of the business and ensure that all personnel are kept well informed of department objectives, policies, producers and Code of Business Conducts.
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Achievements

- Two times in top 100 from all over Bangladesh in **Banglalink Ennovators** season 1 in 2017 & season 2 in 2018, the biggest digital talents hunt competition.
 - Awarded the best Team-leader and also the best public speaker in various Business Case Competitions.
 - Elected as Head of Department (HoD), Art & Culture, Student Representative Council (SRC), **Lincoln University College**, Malaysia in 2013.
 - Awarded the best singer & debater from International Student Representative, **Segi University**, Malaysia in 2015.
 - Selected as Joint Secretary of Business Club, **Primeasia University** in 2018.
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Experiences

Rupayan Housing Estate Ltd. (Rupayan Group)

Deputy Manager, Marketing & Sales

June 2021 – Present

- Look after customer queries, product promotion activities, counseling with client.
 - Arrange corporate sales meeting, develop customer relation for site visiting with client.
 - Communicate with related Govt./ Private Agencies & attend local fair/ event for Business Developments.
 - Manage existing & potential customers by sales visits, regular follow-up & daily sales reporting to supervisor.
 - Build an effective relationship with the customers & maintain client database (CRM).
 - Research and analyze real estate market trends, competitor offerings and other information that affects business sales strategies.
 - Adhere to the recommended sales strategies to meet the desired sales targets.
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Prime Asset Group (Prime Asset Ltd.)

Assistant Manager, Marketing & Sales

April 2020 – March 2021

- Creating new leads of potential clients list for positive prospects.
 - Having positive mindset to achieve target for monthly, quarterly & yearly with strategic marketing plan.
 - Developing new strategies and innovative marketing plan in real estate industry.
 - Maintaining coordination with sales team as well as prospective clients.
 - Ensuring to achieve sales target and providing reports.
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One Bank Limited (by Conquest)

Sales Officer

April 2019 – March 2020

- Targeting potential customers and assessing opportunities for sales to achieve sales target.
 - Creating new and existing customer database and arranging meetings with potential customers and selling product offerings.
 - Continually meeting or exceeding sales targets by persuading customers to purchase company products and services.
 - Analyzing sales and marketing data to determine the most effective sales and marketing techniques.
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Digital store LTD. (Probashi Palli Group)

Officer, Business Development

January - December 2018

- Lead and Coordinate the management to identify business opportunities with existing and new clients.
 - Develop and implement marketing and business development and sales strategies in e-commerce-based platform.
 - Ensures both traditional and digital marketing (i.e., web, social media, mobile, email, search, etc.) are integrated into the overall marketing plans for targeting potential customers.
 - Proactively builds and maintains excellent relationships with internal partners and stakeholders to ensure integrated, joined up and future-proofed approaches and solutions.
 - Conduct market competitive analysis to develop road-map and sales strategy to secure new business.
 - Assist the marketing team with core technical and professional knowledge for developing the branding, advertising and promotional programs, marketing plans and trade-shows to achieve sales target.
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Spade Asia (Under IBM, Malaysia)

Assistant Marketing Manager

November 2013 - February 2016

- Assist Marketing Manager in planning and supervising the marketing operations.
 - Coordinate with Brand Manager in developing marketing plan and budget as well as analyze sales data and determine sales forecast.
 - Cooperate with the management in the development of marketing programs to achieve the sales quota.
 - Evaluate current marketing program and recommend improvements. Stay updated with the latest marketing trends and competitor activities.
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Al-Arafah Islami Bank Limited

Internship

ACADEMIC QUALIFICATION

Degree	Major	Institute	Passing Year	Grade
Masters of Business Administration	Marketing	Primeasia University	On going	-
Bachelor	ITHM	Primeasia University	2019	3.22
Diploma	Hotel Management	NHTTI	2009	Good
Higher Secondary Certificate	Science	Tejgaon College,Dhaka	2005	3.00
Secondary School Certificate	Science	Khilgaon Govt. High School, Dhaka	2002	4.00
International English Language Testing System (IELTS)	Listening, Reading, Writing & Speaking	British Council, Dhaka	2008	6.00

Computer & IT Proficiency

- Microsoft Office Word, Microsoft Office Excel, Microsoft Office PowerPoint
- Web analytic for ecommerce and Internet marketing processes.
- Data Entry, Typing Speed for **English:** 75 WPM & **Bengali:** 35 WPM

Interpersonal Skills with Achievements

- Ability to build relationship and setup trust rapidly by performance.
- Great attitude with confident, determination and dedication
- Ability to cope up with different situations and flexible to work and manage the team.
- Experienced and self-motivated and energetic for greater strategic planning.
- Expert in digital marketing, corporate management and affiliate scenarios.

Personal Details

Father's Name : Md. Shafiqul Islam Bhuiyan
Mother's Name : Nek Parveen
Date of birth : September 2nd, 1987
Religion : Islam (Sunni)
Marital Status : Married
Blood Group : A +
Nationality : Bangladeshi

References

Reference#1

Name: Dr. A R Khan
Designation: Chairperson, Dept. of ITHM
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Reference#2

Name: Ismail Hossain
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Signature