

# MD. TOFAIL AHMED



## Contact Information

### Address:

House# 25/A, Road# 05, Flat# A6, Dhanmondi R/A, Dhaka-1205.

### Phone:

(+880) 168 093 7744

### Email:

tofail2005@gmail.com

### LinkedIn:

www.linkedin.com/in/mdahmed

### Blood Group:

O+ (Positive)

## Languages

Bangla – ★★★★★

English – ★★★★★☆

## Training

Time Management

Self-awareness

Office Etiquette

Quality in Workplace

7 Habits of Highly Effective people

## Summary

Highly focused, confident, dedicated and committed with a diversified skill set, well experienced and proven achiever seeks to establish a career with a major company committed to taking their business to the next level by consistently attaining targets in all areas of the organization.

## Strengths & Skill Highlights

- Project management
- Strong decision maker
- Complex problem solver
- Budgeting & Planning
- Analytical, Communication & Leadership Skills
- Highly patient & Pleasing personality
- Distribution/Channel Development
- Innovative Sales
- Service-focused & Goal – oriented
- Team player & ability to work under pressure
- Reliable & Punctual

## Experience



**Interspeed Activation Ltd**, Dhaka, Bangladesh

**Senior Manager** (Jan-2019 to Continue)

**Group Account Manager** (May-2016 to Dec-2018)

**Account Manager** (Oct-2013 to Apr-2016)

**Trade Marketing**

### Projects:

- Leading 500+ Field Force **'Grameenphone' Merchandising** (Channel Development) Project from January 2018 to till now.
- Leading 100+ Field Force **'Bikroy.com' Category Management** (Marketplace, Vehicles, Property, Telesales, Deals, Buy Now) & **Sales** Project from September 2014 to till now.
- Lead 50+ Field Force **'MicroEnsure Bangladesh' Telenor Health (Tonic) Investigation** Project from May 2016 to December 2018.
- Lead 50+ Field Force **'Bikroy.com' Jobs Category Sales** Project from July 2017 to November 2018.
- Lead 100+ **Female** Field Force **'Bikroy.com' D2D Brand Communication** Project from September 2014 to October 2015.
- Lead 250+ **Female** Field Force **"Unilever Bangladesh Limited" D2D Sales** Project from March 2014 to August 2014.
- Managed **"Bangladesh Football Federation (BFF)" Sponsorship Management** Project from October 2013 to March 2014.

## Responsibilities:

- Prepare budget & operation plan & ensure that all projects are delivered on-time, within the scope and within budget.
- Sourcing and initiate recruitment, placement & training.
- Monitoring of activities conducted by project staffs at the field and national level.

## Achievement

Awarded for successfully met the sales target on various parameter.

Got promoted for successfully executed multi-level projects. (Managing 650+ field force in nationwide)

- Category management & Sales lead at various parameters.
- Prepare daily/weekly/monthly, quarterly and annual reports both quantitative and qualitative.
- Provide guidance to staff on the establishment of performance indicators, and monitoring achievement of results. anage Toolkit & POSM distribution as per plan.
- POSM execution monitoring & guideline for Channel Branding.
- Prepare field force attendance, KPI with salary sheet.
- Vendor enlistment & database management.
- Maintaining 6 project offices in Dhaka, Chattogram, Sylhet, Rajshahi & Khulna.
- Ensure standard safety & security, logistics support, procurement management, documentation & administration of leases and rental agreements for project offices.
- Maintaining strong relationships with different types of internal and external stakeholders.
- Provide guidance to staff for office discipline.



**General Automation Ltd**, Dhaka, Bangladesh

**Senior Executive** (Jan-2013 to Sep-2013)

**Executive** (Aug-2011 to Dec-2012)

**Sales & Marketing**

## Achievement

Achieved highest sales (Approx. Tk. 7 crore) of the year through the biggest client H&M for Barcode Automation. (173 Garments working for H&M brand in Bangladesh.

## Responsibilities:

- Proper planning and execute all marketing activities.
- Have to create new clients in the specified region/market.
- Regularly communicate with the clients.
- Create needs to clients about our services.
- Develop and execute Sales & Marketing strategy.
- Conduct market research.

## Education



**Master of Business Administration (MBA):** Marketing - 2010

Stamford University Bangladesh, Dhanmondi, Dhaka.

Grade: 3.66 out of 4.00



**Master of Social Science (MSS):** Political Science - 2009

Dhaka College, Dhaka. (Under National University)



**Bachelor of Social Science (BSS):** Political Science - 2007

Dhaka College, Dhaka. (Under National University)

**Higher Secondary Certificate (HSC):** Humanities – 2001

Bangladesh Rifles School & College, Dhaka.

**Secondary School Certificate (SSC):** Humanities - 1999

Bangladesh Rifles School & College, Dhaka.



## Interest

Travelling, Learning, Reading, Networking

## Notice Period

20 to 30 Days

## Reference

- 1. Pritish Debnath**  
(Group Finance Director)  
**Interspeed Group**  
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prish.debnath@interspeed.com.bd
- 2. M Muntasir Alam**  
(COO)  
**Beximco Petroleum Limited**  
Cell: +8801928 999 222  
muntasir@bexpetro.com
- 3. Shubra Sadik**  
(Co-Founder & CEO)  
**THOUGHT**  
Cell: +8801610 003 366  
shubra@thought360.co

## Certification Course

### Become Digital Marketing Specialist

BASIS Institute of Technology & Management (BITM)

Total Hours: 60

No. of Classes: 30

Status: Continue

### Course Outline:

- Introduction to Become Digital Marketing
- Avoid common mistakes that cost beginners a fortune
- Digital Marketing Overview
- Professional social media profile and self-branding
- Website for business
- Content marketing
- E-commerce
- Google Analytics
- (SEO) Search Engine Optimization
- Google Adwords PPC Campaign
- (SMM) Social Media Marketing
- Facebook Ad Campaign
- YouTube marketing
- Affiliate marketing
- Email marketing
- Earning through blogging
- What is AdSense
- Freelancing

## Personal Information

Fathers Name	:	Md. Ismail Hossain
Mothers Name	:	Momotaz Begum
Date of Birth	:	1st January 1985
Marital Status	:	Married
Nationality	:	Bangladeshi.
National ID No	:	598 370 6051

## Signature