

Date: May 15, 2020

To
Bangladesh Honda Private Limited (BHL)

Crystal Place (12th Floor), House# 22, Road# 140, Gulshan- 1
Dhaka 1212, Bangladesh

Subject: Application for the post of Assistant Manager-Dealer Development.

Dear Sir,

With all due respect, I am placing my application for the post of **Assistant Manager-Dealer Development**. Please find my resume with photo attached herewith.

As per my educational background and work experiences in direct marketing & brand development, I believe that I will be able to perform the job effectively and efficiently. I therefore, pray and hope that you would be kind enough to allow me to meet the interview.

This is for your kind perusal please.

Sincerely yours



Md. Mazbha Uddin prince
Mobile: +88 01718014208
Email: arifrana98@gmail.com

MD. MAZBHA UDDIN PRINCE

Address: North view, House # 109 (Third floor), Flat # B-1,
Road # 16, Sec # 14, Uttara, Dhaka 1230
Mobile No:01718014208
e-mail : mazbha91@gmail.com



Career Objective:

Obtain a position for leading Marketing Department, where I can utilize my management skills and my quality assurance, program development, training and experiences.

Career Summary:

Worked with renowned group of companies successfully, achieved the highest ever record in value, volume and brand equity, created a positive trend of a new category in the market and leading position, proven ability to lead teams to success through establishment of clear and realistic objectives, strong knowledge and experience about service sales.

Special Qualification:

- *Brand Communication, Trade marketing, Strategic Planning, and Consumer Behavior.
- *Experience in event budgeting and successfully have done many event and cultural program.
- *Good relation with Print, Electronics media and Marketing agencies.

Employment History:

1. Sr. Principal Officer- 1/ Sr. Deputy Manager (September 1,2019 – Continuing):

Walton Group

Company Location:Plot-1088, Block-I, Sabrina Sobhan Road,Bashundhara R/A, Dhaka-1229
Department: Sales

Duties/Responsibilities:

- *Responsible for plaza corporate & Dealer sales.
- *Concern person of plaza Dealer management & Create new dealer.
- *Set local area advertising budget.
- * Maintain good relationship with corporate houses.
- *Greet and direct customers, Provide accurate information (e.g. product features and after-sales services)
- * Answer customers' questions about specific products/services. Conduct price and feature comparisons to facilitate purchasing.
- * Coordinate with the Retail Sales Representatives team to provide excellent Customer Service.

2. Manager, Marketing& Operation (August 6, 2018 –August 30, 2019):

dreamweaver (a complete marketing technical support firm)

Company Location : 152/2/m westpanthapath, Green Road, Dhaka

Duties/Responsibilities:

- * Create and manage project plans for various marketing and event activities.
- * Work with director of marketing and marketing executives to develop event strategy and objectives; spearhead initiatives to meet objectives based on lead generation, customer advocacy, and more.
- * Analyze, track, and report on event Return on Investment (ROI) based on predetermined pipeline and marketing-qualified lead (MQL) metrics using Customer relationship management (CRM), email marketing, project management.

3. **Deputy Manager** (December 1, 2016 - August 1, 2018. Former Assistant Manager September 6, 2013 - December 31, 2015)

Nandan Group (Nandan Park Ltd, Nandan Village Resort)

Company Location: Dhaka, Bangladesh

Department: Marketing

Duties/Responsibilities:

Marketing Activities:

- * Monitor and plan effective media exposure, supervise advertisement campaigns in print and electronic media.
- * Generate ideas for campaigns, maintain liaison with advertising agencies.
- * Identify market opportunities and generate innovative ideas for building brand equities.
- * New Product developments.
- * Monitor market and brand performance and evaluate market competition towards achieving target.
- * Develop sales forecast and ensure coordination with sales/supply chain for meeting target on time.

Sales Activities:

- * Direct sales dealing and monitoring.
- * Dealing all corporate sales, follow up and ensure client satisfactions.
- * Dealing with all others department for the customer requirements.
- * Dealing customer complaints and follow up and Achieving sales and profit targets.
- * Negotiating with external service providers and suppliers as required.
- * Day-to-day troubleshooting and addressing problems as they arise.

4. **Sr. Executive** (January 25, 2016 - November 30, 2016)

Nitol Motors Ltd. (TATA Division)

Company Location: NitolNiloy Center, 71 Mohakhali, Dhaka, Bangladesh.

Department: Marketing & Sales

Duties/Responsibilities:

- * Execute ground works for sales events like explore new markets, distributing leaflet, setting banner etc.
- * Arrange pocket customer & Competitors customers meet event in every month
- * Arrange road show and demo activation.
- * Meet competition customer and give them presentation and convert them to Tata Brand.
- * To assume part of responsibilities it manages ATL/ BTL works.
- * Collect information of competition network expansion, their promotional activities and gather all kinds of related information and put-up into the system.

5. **Executive** (May 1, 2012 - August 28, 2013)

Jamuna Group

Company Location: Jamuna Future Park, Dhaka

Department: Marketing

Duties/Responsibilities:

- * Identifies business opportunities by identifying prospects and evaluating their position in the Industry researching and analyzing sales options.
- * Negotiating on price, costs, delivery and specifications with buyers and managers,
- * Maintains relationships with clients by providing support, Information and guidance, researching and recommending new opportunities; recommending profit and service improvements.
- * Prepares reports by collecting, analyzing, and summarizing information.
- * Contributes to team effort by accomplishing related results as needed.

Academic Qualification:

Exam Title	Concentration/Major	Institute	Result	Passing Year	Duration
BBA	Marketing	University of Information Technology & Science	CGPA:3.35 out of 4	2012	4 Years
HSC	Humanities	Shahid Sayed Nazrul Islam College, Mymensingh	CGPA:3.5 out of 5	2006	-
SSC	Science	Bangladesh Railway Govt. High School, Mymansingh	CGPA:2.94 out of 5	2004	-

Training Summary:

Training Title	Topic	Institute	Country	Location	Year	Duration
Professional Basic selling skill	Develop Selling Skill	Jamuna Group	Bangladesh	Jamuna Future Park	2013	Five Week
Computer Office Management (June 25,2012 - July 05, 2012)	Office Management	Bangladesh Agricultural University	Bangladesh	Mymensingh	2012	Two Week

Professional Qualification:

Certification	Institute	Location	From	To
Assistant Pharmacist	University of Dhaka	Dhaka	August 1, 2007	October 30, 2007

Extra-Curricular Activities:

Member: Bangladesh Pharmacy Council. Rahat Tower (4th Floor) 14 Link Road, West Banglamotor, Dhaka 1000

Member: American Center. Bharidhara, Block-J,Dhaka-1229

Member: Beautiful Bangladesh Photography Team, by Bangladesh Porjoton Corporation.

Hobbies & Interest:

Photography& watching different types TV advertisement is my passion, like to Traveling & roaming, Cricket is my favorite game, reading book & watching movie in free time.

Language Proficiency:

Language	Reading	Writing	Speaking
English	High	High	High
Bengali	High	High	High
Hindi	Low	Low	High

Personal Details:

Father's Name : A. K. M. Sarwar Jahan
Mother's Name : Salma Begum
Date of Birth : October 1, 1988
Gender : Male
Marital Status : Single
Blood Group : A+
Nationality : Bangladeshi
National Id No. : 5082240507
Religion : Islam
Current Location : Dhaka

Reference (s):**Reference: 01****Reference: 02**

Name	Professor A.K.M Rafiqul Islam	Kbd. Zubaid Al Hafiz (Rumman)
Organization	Bangladesh Agricultural University	Krishibid Institute Bangladesh Complex (KIB)
Designation	Director, Graduate Training Institute (GTI)	Chief Executive Officer (CEO)
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Signature:

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