

Resume

Of

RAHAMAT MINHADUL KABIR



Personal Information:

Name : Rahamat Minhahul Kabir
Father's Name : Faizul Kabir Mobin
Mother's Name : Nilufar Kabir
Date of birth : 04/04/1994
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Present Address : 554/A, Flora Pass Road, South Khulshi, Chittagong, Bangladesh.
Permanent Address : 554/A, Flora Pass Road, South Khulshi, Chittagong, Bangladesh.

Career Objective:

To work in the Sales or Marketing sector of Multinational or Local FMCG industries of Bangladesh and grow rapidly with increasing responsibilities.

Professional Experience:

Japan Tobacco International

(Rangs RD Center, Gulshan 1)

Field Marketing Executive (November'2019 – December'2020)

Major Activities:

- Achieve excellent merchandising and trade and consumer program execution
- Delivers monthly trade program sales volume on agreed targets
- Achieve offtake target by brand by SKU through designed program.
- Design channel wise modality, cost and budget of the trade and consumer program and implementation of the program as per business need.
- Responsible in exploring sales strategy and business development in the assigned territory
- Provide training, coaching and mentoring to the Field Force (FSS, FMS, BA, CMO, SR).
- Regular market visits to understand market trends, competitor activities, customer behavior and field force execution evaluation
- Data compilation in an effective manner and ensure timely delivery of all reports with insights.
- Provide data analysis with insights of current business scenario and conducts monthly business review presentation to the management.
- Ensure positive relationship with JTI DP Finance Team, Logistics and Management and Vendor Agency
- Ensure the cascade and implementation of all JTI directions to the team.

Ranks Petroleum Limited (Shell Bangladesh)

(Tejgaon, Head Office)

Jr. Executive- Marketing (11th Nov'2018- 31st Oct'2019)

Major Activities:

- To execute E-commerce and Online Sales Operation.
- Establishing new online business and build up relationship with the new potential clients.
- Maintaining well relationship and Negotiating Terms and condition and consumer offer with the new and existing business partners.
- To achieve monthly online sales target according to forecasts.
- Ensure the availability of stock of products from warehouse for online sales.
- To verify payments and seller copy.
- Managing exclusive consumer offer from online business partners and after sales service.
- To ensure branding on E-commerce sites.
- Participate on behalf of the company in branding and sales promotion events and exhibitions.
- Alignment with the internal and external.
- Make Sales Order in ERP and Ontime bill settlement with proper documentation with Finance Team.
- To Execute BA Activation in Consumer Centric Program.

Dutch Bangla Bank Ltd. (Khatungonj Branch, Chittagong)

Marketing Intern (1st February, 2018 – 31st April, 2018)

Participated in marketing communication campaign of DBBL

Major Activities:

- To visit in various schools, garments, private firms & wholesale traders to promote the facilities of Student A/C, Salary A/C, Rocket A/C, Current & Savings A/C and various DPS schemes to the clients.
- To convince the clients to open the accounts.

Self-Assessments:

- People management and Leadership skills as I have been empowered to lead a team in JTI.
- Functional skills on Sales Operation (Route to Market) as I was been affiliated with sales in JTI and Shell.
- Able to plan for area business considering 360-degree angle as I have experienced to develop a territories business growth in JTI.
- Able to challenge the status Quo as I have been assigned in one of the challenging Territory with less opportunity market in JTI.
- Highly Proactive in taking initiatives as I was been praised and recognized in the department for taking such effective business initiatives in JTI.
- Eloquent communication skill and Good negotiation skill as I have negotiated with the valuable clients over contract signing terms and condition and company policy in Shell.
- Experience in digital marketing as I executed Online Sales operation in Shell.
- Sound knowledge on Tobacco and Lubricant Industry as I have worked in both the Industry.

Education:

Title of awarded qualification : Bachelor of Business Administration (BBA) in Marketing, Minor Finance

CGPA : 2.31 (out of 4.00)

Institution : Chittagong Independent University (CIU)

Session : 2014 - 2018

Year of Passing : 2018

Title of awarded qualification : Higher Secondary School Certificate (HSC) in Business Studies

GPA : 3.10

Institution : Chittagong Metropolitan Commerce College

Session : 2011 - 2012

Year of Passing : 2013

Title of awarded qualification : Secondary School Certificate (SSC) in Science

GPA : 3.31

Institution : Agrabad Government High School

Session : 2009 - 2010

Year of Passing : 2011

Computer Skills:

Proficient in Microsoft Office (M.S. Word, M.S. Power point & M.S. Excel) and well runner of Windows and Internet Surfing.

Language Proficiency:

Fluent speaking skill in English, Bangla, Local Chittagonian & Hindi Language.

References:*Professional*

Junayed Ahesun

Field Marketing Executive

Japan Tobacco International (Gulshan 1)

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Academic

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Signature

Rahamat Minhaddul Kabir