

Md. Abul Hasan Sumon



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EDUCATION

2011 - 2014

BBA, MARKETING
Green University
of Bangladesh,
Dhaka Score: 3.86

KEY SKILLS

Adobe Illustrator



Microsoft Office Suite



Team Leadership



English / Hindi



AWARDS

November 2015

First Runners-up, Gazipur
Sales Development Campaign
OPPO Bangladesh

PROFESSIONAL PROFILE

Marketing Manager with 1.5 year of experience in
smartphone & feature phone, 12 months' experience
as Marketing Executive.

Management: Recruited, hired, and trained marketing
and sales executive

Achievement: Directed launch of 5 new model of
smartphone in Bangladesh.

PROFESSIONAL EXPERIENCE

2019 (May) - Present

MARKETING MANAGER

LAVA International (Bangladesh) Limited, 2019(May) - Present

- Developed new promotional campaign, increasing sales revenue.
- Negotiated new contracts with vendors, for the ATL/BTL marketing.
- Recruited, hired, and trained marketing executive
- Creating and maintaining a healthy relationship with corporate partners

2018 - 2019

MARKETING Executive

LAVA International (Bangladesh) Limited, 2018 - 2019

- Managed all marketing functions, including brand management, product launch, advertising, marketing collateral, and events
- Negotiated existing and new vendors for ATL/BTL marketing
- National retail brand development and housekeeping.
- Developed, designed new ideas and implemented in Field force and social platform.

2014-2018

Sales Executive

OPPO Bangladesh Equipment Co. Ltd.

- Ensured 75% average sell out vs target.
- Responsible for primary, secondary and tertiary sell out.
- Developed new sales channel, dealer.
- Recruited, hired, and trained Field sales people and maintained over 100 people at a time.
- Developed new market.