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**MD. ISTAHARUL ALAM****Objective:**

To pursue a challenging career in the area where, I can contribute through commitment, dedication, and hard-work, resulting in the increase of organizational efficiency, growth and profitability that will ultimately lead to advancement of my professional career.

**Employment:****Perfetti Van Melle Bangladesh ( Distribution Sales Executive Nov'20 – Ongoing)**

- Distribution activity monitoring within the assigned territory.
- Coordination and monitor distributor staffs daily activities.
- Regular market visit and market development.
- Handling retail and distributor commission & other queries.
- Managing systems and compliance's of distributors and retailers.
- Training and development of distributor sales and service force.
- Ensuring proper customer service from distributors and assigned service desks.
- Conducting all the RTM programs in the territory
- Monitoring & Executing BTL Activation.
- Channel Growth & Trade Marketing Execution.
- Sales Lead Generation & Execution.

**Japan Tobacco International, Bangladesh. (Territory Officer, Jan'19- Oct'20)**

- Devise effective territory sales and marketing strategies.
- Conducting the RTM projects in the territory.
- Analyze data to find the most efficient sales methods for secondary sales.
- Meet with customers to address concerns and provide solutions.
- Discover sales opportunities through consumer research.
- Present products and services to prospective customers.
- Participate in industry or promotional events (e.g. trade shows) to cultivate customer relationships.
- Conduct training in sales techniques and company product attributes.
- Assess sales performance according to KPIs.
- Monitor competition within assigned region.
- Develop & Ensure all operational activity in the territory.

## Maxim Label & Packaging (Sales & Marketing Executive, January'18 – December'18)

- Research on other competitors in the market.
- Communication and follow-up with existing clients to retain them for increasing volume and pursuing new customers. Contributing to the annual sales and marketing plan.
- Creating and developing new innovative ways to communicate the company message to their existing customers.
- Maintain and develop relationships with existing and potential client via one to one meetings, telephone calls and emails.
- Analyze business competitor and follow up time to time their activities & provide necessary action strategies for better marketing.
- Researching new ideas to develop and convert them in to a good business.

## EDUCATION and academic achievements

<b>BBA</b>	<b>University of Liberal Arts, Bangladesh</b> (2011-15) ▪ Marketing, BBA	<b>CGPA: 3.06/4.00</b>
<b>HSC</b>	<b>Dhaka Commerce Collage</b> (2009) ▪ Business	<b>GPA: 5.00/5.00</b>
<b>B.Sc.</b>	<b>National Bangla High School</b> (2007) ■ Science	<b>GPA: 4.25/5.00</b>

## Extra Curriculum Activity:

- Member of Cultural Club, Adventure club of University of Liberal Arts Bangladesh (ULAB).
- Organized the ULAB Club Day 2011, ULAB Pitha Festival 2012, ULAB Cultural Show 2013.

## Achievements & Training:

- Achieved Highest Growth Award in **Q-1**
- Achieved Best Performance Award in **Q-2**
- Attended Sales Force Induction Training
- Attended Work Load Training(RTM)

### Skills: Computer & Language:

- Windows (Till 10)
- Adobe Illustrator & Adobe Photoshop
- Microsoft office, Excel, Power Point
- English: good in reading, writing & speaking.
- Hindi: Medium in speaking & listening.
- Social Media Marketing, E-mail marketing.

### References:

- Imran Jahangir Ony  
National Lead- Modern Trade  
Square Food & Beverage Limited  
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- Mushfiqur Rahman Shuvro  
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Signature