



# KHANDAKER RUBAIYAT ISLAM

FIELD MARKETING EXECUTIVE

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## ABOUT ME

*A driven & dependable trade marketing & activation professional with the proven ability to achieve revenue target. Passionate in identifying & developing new business opportunity to drive sustainably growth. 3 years working experience of consumer & people management.*

## SKILLS



## EDUCATION

### BACHELOR'S IN BUSINESS ADMINISTRATION

AMERICAN INTERNATIONAL UNIVERSITY-  
BANGLADESH  
2012-2017

### HIGHER SCHOOL CERTIFICATE

PAF CADET COLLEGE SARGODHA  
2010-2012

### SECONDARY SCHOOL CERTIFICATE

PAF CADET COLLEGE SARGODHA  
2009-2010

## EXPERIENCE

### JAPAN TOBACCO INTERNATIONAL, DHAKA BANGLADESH

#### FIELD MARKETING EXECUTIVE 16<sup>TH</sup> SEPTEMBER 2019 – TILL NOW

- Plan field marketing campaigns after conducting preliminary research
- Implement territory business plan through the implementation and execution of trade marketing & consumer centric promotional programs in the territory with optimum use of resources to attain brand volume, segment share, brand distribution, merchandising and other specific cycle objectives.
- Execute trade engagement programs to build and maintain a sustainable long-term business and personal relationship with the key trade members.
- Promote business expansion opportunities to retailers and other merchants

### OBHAI SOLUTIONS LIMITED (MGH GROUP)

#### HELP DESK EXECUTIVE 11<sup>TH</sup> MARCH 2018 – 31<sup>ST</sup> AUGUST 2019

- Handling valued customers problems/queries over the phone and provide excellent customer service.
- Monitor Fake / Fraud ~~rides~~ of freelancer and fixed riders.
- Monitor Brand Representative monthly performance.

# Personal & Other Information

Date of Birth: 31<sup>st</sup> Dec 1995

Religion: Islam

Father's name: Gp/Capt Rafiq

Bangladesh Air Force

Present profession: Lawyer

Mother's Name: Fatema Zohra

## EXTRA - CURRICULAR ACTIVITIES

- Participation in arts, painting , clay modeling.
- Android Studio and App development.
- Participation in National TV drama series, college football team, world cyber games.

## MICROSOFT OFFICE

5/10

EXCEL

8/10

WORD

6/10

POWER PONT

## INTERNSHIP EXPERIENCE

### FRONT OFFICE

#### THE WESTIN DHAKA

## COMPUTER SKILLS

- Can use operating system Windows 10.
- Web designing and WordPress.
- Web browsing & email.
- IT: MS Office (Microsoft word, excel, PowerPoint etc.).

## REFERENCE

**MD AL AMIN HAFIZ**

*AREA SALES MANAGER*

JAPAN TOBACCO INTERNATIONAL

**SHAFI MD HOSSAIN**

*SENIOR EXECUTIVE*

MGH GROUP

**TUSHAR QAZI YAMIN KABIR**

*MANAGER, MARKETING OPERATION*

IDP BANGLADESH

## PART TIME & CASUAL EXPERIENCE

- AIUB Film Club 2015 – 2017
- AIUB Tourism Club 2016 - 2017
- Portraits, wedding & documentary Photography 2013 - 2017
- IFAD Zero Co2 Cycle Ride Organized by BDcyclist 2016
- Participation in World Cyber Games 2005 – 2007
- Worked in media (YouTube, Online AV, National TV) 2013 – 2018