

Mushfiq-ur-Rahman

63/C, Asad Avenue
Mohammadpur, Dhaka-1207
Land Ph: +88-02-9113940
Cell Ph: +88 -0167-3005080
E-mail: mushfiq.rahman057@gmail.com



CAREER SUMMARY:

I am a marketing professional having experience of more than 10 years in different industries. My area of expertise is Business Development, Brand & Communication, Corporate sales. I worked in some of the renowned organizations like Grameen Phone, SSG, Brother Electronics etc. I am passionate to engage myself in challenging and dynamic job where I have scope to explore, learn and development.

WORK EXPERIENCE:

- Working in **GIM-Digital Truck (A concern of Galaxy Group)** as Key Account Manager, Business Development from January 15, 2020 to till date.

Job Responsibility-

1. Develop trust relationships with a portfolio of major clients to ensure they do not turn to competition
 2. Acquire a thorough understanding of key customer needs and requirements
 3. Expand the relationships with existing customers by continuously proposing solutions that meet their objectives
 4. Ensure the correct products and services are delivered to customers in a timely manner
 5. Serve as the link of communication between key customers and internal teams
 6. Resolve any issues and problems faced by customers and deal with complaints to maintain trust
 7. Play an integral part in generating new sales that will turn into long-lasting relationships
 8. Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics
- Worked in **Global Brand Pvt. Ltd.** as Deputy Manager, Business Development from July 2018 to February 14, 2020.

Job responsibility-

1. Responsible for managing several government and private corporate accounts.
2. Achieving high sales targets and goals while motivating account executives to do the same.
3. Developing and implementing appropriate corporate affairs strategies, programs, and policies for all stakeholders to achieve positive image & brand.
4. Managing and ensuring support for different government projects with a proper relationship management.

5. Managing and coordinating research into stakeholder's perceptions and image of the corporation, to achieve positive reputation for the corporation.
 6. Leading, training, and managing other members of the account management team and dealing with any issues that may arise.
 7. Building new business relationships using existing industry contacts.
- Worked in **“Fair Distribution Limited. (FDL)”**- National distributor of **Samsung** as a Relationship Manager, Enterprise Business from December 2016 to June 2018.

Job responsibility-

1. Develop client relationship and achieve sales target through sales channels.
 2. Plan develop and direct marketing effort for products.
 3. Create strategies to take advantages of market opportunities.
 4. Manage external marketing partners such as advertising agencies.
 5. Assist integration of company's brand guideline.
 6. Generate sales for a portfolio of accounts and reach the company's sales target.
- Worked in **“Brother International Singapore Pte. Ltd.”** as Sr. Executive, Corporate Sales from February 2014 to November 2016.

Job responsibility-

1. Achieving growth and hitting sales targets by successfully managing the sales team
 2. Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence
 3. Managing recruiting, objectives setting, coaching and performance monitoring of sales representatives.
- Worked in **“Super Star Group (SSG)”** as a Senior Executive Brand Management, from July 2011 to January 2014.

Job responsibility-

1. Yearly branding planning, budgeting, implementation, evaluation & presentation of monthly branding activity.
2. Provide design and direction for collateral, web, product packaging, and other visual communications media for the company.
3. All outdoor advertisement, event planning, implementation, monitoring & billing according to market & corporate requirements.

- Worked in “**Grameen Phone Ltd.**” as an Executive- Outbound Sales from August 2010 to June 2011.

Job responsibility-

1. Proactively aware/inform customers regarding our products/service.
2. Close the sale on products and services to new and existing customers. Capture customer insights.
3. Maintain targeted KPI on a regular basis.
4. Ensure high quality of the sale. In this way enhance Grameen Phone's brand image.
5. Show respect towards customers, colleagues and company by a smiling and positive person.

EDUCATIONAL QUALIFICATION:**East West University**

Master of Business Administration (MBA)
Major in Marketing

East West University

Bachelor of Business Administration (BBA)
Major in Marketing

Dhaka City College, Dhaka

Higher Secondary School Certificate Examination (HSC)

Dhanmondi Govt. Boys' High School, Dhaka

Secondary School Certificate Examination (SSC)

COMPUTER LITERACY:

Operating system : Windows 2000, XP
Office Management: MS Office 2007
Language : Visual Basic, HTML
Design software : Adobe Photoshop & Illustrator

LANGUAGE PROFICIENCY:

Good command in English, Bangla and Hindi language.
IELTS (Academic) score: 6.00

REFERENCE:

References will be provided upon request.