

# ABDULLAH AL TAYSEER



## Career Summary:

Innovative and Goal Oriented Marketing professional with 4.10+ years of experience successfully in promoting FMCG products and Tech services. To lead and get challenged in the field of brand development, portfolio management, developing new products and market penetration has always been my core competencies. Profit-minded and expert in explaining product benefits and using strategic selling tactics to increase market share keeping and revenue. Proficient in monitoring trends and capitalizing on emerging opportunities.



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## Skills & Professional Accomplishments

### Brand Planning and Management



### Market Research and Business Development



### Product Development and Innovation



### Operations and Supply chain excellence



### Digital Marketing and Campaign



## Work Experience:

### 1. ACI Edible Oils Ltd (concern of ACI Consumer Brand Limited)

#### Senior Brand and Product Executive

*Jan 14<sup>th</sup> 2019 till now*

- Design Marketing Calendar and Zone wise strategic Trade plan for 3 kinds of Edible oil Aci Nutrilife Rice Bran Oil, Le Blanc Sunflower Oil and Well's Olive Oil.
- Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term.
- Oversee product planning and demand management on monthly basis in order to maintain adequate product levels.
- Report on product campaigns to track progress and invited constructive criticism for improvement.
- Align campaigns with strategic plans in targeting key audiences.
- Creating and managing promotional collateral to establish and maintain product branding.
- Competitor and customer insights analysis weekly.
- Determine product pricing by conducting research into market data.
- Leverage social media, email marketing, press conferences and e-campaigns to market developed products.

### 2. Kazi Food Industries Limited (Concern of Kazi Farms Group)

#### Executive (Business development)

*Jan 8<sup>th</sup> 2017 till Jan 13<sup>th</sup> 2019*

- Co-coordinating and Collaborating with the modern trade ,marketing and sales team of Kazi farms frozen food, Za'n Zee and Bellissimo ice cream team.
- Territory wise Gap analysis for the sales team where they should promote and develop more sales of various SKU's of the Frozen food and ice cream.
- Performed research on 33 districts to uncover potential target areas, markets and industries.
- Evaluate market trends and recommended marketing budget allocations to top management.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.

🏆 Increased market share of ACI RICE BRAN OIL to first position from 24.83% to 30.85% in Rice Bran Oil Category of Bangladesh over Fortune.

🏆 Extended the product line by Introducing two categories of Oil Le Blanc Sunflower oil and Spain's Extra virgin Olive for ACI Edible Oils Ltd only

🏆 Launched 19 Kazi Farms kitchen Franchise outlet in Dhaka north only in 23 days.

🏆 Drove Sales revenue of BDT 1.41 million and contracted 73 new deals with hotels for Ghurbo.com and 238 individual corporates in first quarter of digital travel business.

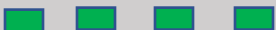
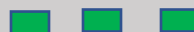
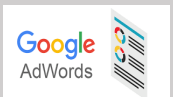
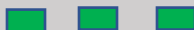
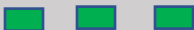
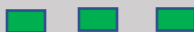
🏆 Won 2<sup>nd</sup> Prize in MS Excel contest in among all employees of ACI Limited.



## Education

- University: BRAC University  
Subject-Masters of Business Administration (Marketing and Operation management)  
CGPA: **3.47 out of 4**
- University: American International University of Bangladesh (AIUB),  
Subject-Bachelor of Business Administration in Marketing as major (BBA).  
CGPA-**3.43 out of 4**.
- College: A levels from Sunnydale school in 2009, Subjects- Chemistry (C) and Mathematics (B)  
CGPA-**3 out of 5**.
- School: O levels from Sunnydale school, 2007, All science subjects, Mathematics and economics in addition, CGPA -**4.4 out of 5**.

## Business software & applications tools



## Personal Information

**Date of Birth:** 15<sup>th</sup> May 1991

**Height:** 5'11 inch

**Home town:** Chittagong

**Hobbies:**

Travelling with Family

Dhaka Stock exchange analysis

Designing Communication materials

Learning LinkedIn free courses

## 3. Ghurbo.com (Concern of MCC Limited ) well known ICT company in Bangladesh doing government projects

**Executive ( Business Development) Jan 8<sup>th</sup> 2016 till Dec 18<sup>th</sup> 2016**

- Developed a new project regarding tourism of Bangladesh. For this reason working very closely with Bangladesh ministry of civil aviation and tourism board, TAOB, INHAAB.
- Reached out to potential corporates and hoteliers of Bangladesh via telephone, email and in-person for sign up and using our F-com site and Website Ghurbo.com.
- Devised effective marketing, sales and other promotional initiatives as per consumer needs.
- Creation of Point of sales materials and brochures and gift allocation for stake holders of ghurbo.com.
- Monitored user behavior of ghurbo.com and designed offers accordingly.

## Extra circular activities

- Professional Certificate course on Digital marketing by mLab.
- (3 month course) (3<sup>rd</sup> April 2016- 6<sup>th</sup> June 2016)
- Worked as Team leader in world largest international student organization named AIESEC.
- Participated in BYLC as contestant in 2013.
- Worked in ICC T20 Worldcup 2014 as Hospitality Volunteer In charge.
- Worked in Micromax Asia cup-2012 as a Commercial Volunteer in Logistic.

## References

1. Mr. Faizullah Rahman  
Business Manager  
ACI Consumer Brands (ACI edible oils limited and ACI pure flour limited)  
Phone number: 01700767971  
e-mail: [faizullah@aci-bd.com](mailto:faizullah@aci-bd.com)
2. Mr. Asif Iqbal  
Deputy Managing Director (Sales and marketing department) Meghna Group of Industries  
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