

## Curriculum Vitae of

### Shahjalal Mohammad Nur Mosharrof Hossain



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## Career Objectives

To face challenges using knowledge, perception and innovation, to pursue long-term successful career in a dynamic and professional environment; at an organization through my aptitude, hard work, dedication and determination.

## Experiences:

- 1<sup>st</sup> July, 2018 to Present: **Robi Axiata Limited**  
Position: Sales Manager  
*Duties & Responsibilities:*
  1. Attain Territory Sales Target (RV & SIM) by ensuring proper distribution of products and implementation of retail channel activities.
  2. Develop right distribution (expansion of RV & SIM POS) set-up to optimize availability of products in the area.
  3. Develop and manage the operation of third party distribution channels (RSP) as per the company guidelines.
  4. Arrange & Execute Trade marketing activities.
  5. Ensure Brand Visibility in POS through Point of Sales Materials to create TOM.
  6. Develop long term business relationship with key channel partners (RV POS & SIM POS) & make them feel they are taken care of specially.
  7. Monitor & follow up RSP Sales entry & SAF Submission to ensure 100% Compliance.
  8. Set up Customer Service points to ensure best customer experience.
  9. Pull and mobilize all necessary resources to attain business objectives.
  
- 1<sup>st</sup> August, 2016 to 30<sup>th</sup> June, 2018: **Robi Axiata Limited**  
Position: Specialist, Trade Marketing  
*Duties & Responsibilities:*
  1. Developing new and regular campaign execution plans.
  2. Plan the required type of POSMs (point-of-sales-materials) in line with the priority of the campaign, channel architecture and consumer environment (consumer behaviour at point-of-sales).
  3. Communicate with the regions about the POSM placement guideline along with the POSM al-locations and other necessary guidelines

4. Developing the merchandising plans in line with the channel architecture to ensure standard executions across the regions; nationally.
  5. Deliver trade marketing strategy in line with the increasing distribution reach and trade visibility targets.
  6. Drive innovative and cost effective solutions to scale up visibility in market.
  7. Manage maintenance and renewal of agreements of different vendors.
  8. Coordinate with company's internal & external teams and departments (brand communication, product, supply chain, finance, supplier/third party etc.) to ensure successful completion of targeted jobs related to campaign.
  9. Coordinate with regional team in assisting various campaign and merchandizing execution and roll out.
  10. Develop various processes for trade marketing activities in line with various internal teams.
  11. Coordinate with internal & external team to ensure maximum utilization of budget.
  12. Coordinate with internal & external team to maintain compliance in POSM management process.
- 11th April, 2015 to 31<sup>st</sup> July, 2016: **New Zealand Dairy Products Bangladesh Ltd.** Position: Territory Sales Officer (TSO).  
*Duties & Responsibilities:*
    1. Developing and maintaining relationships with existing distributors & customers.
    2. Assisting regional in-charge in development & execution of regional sales plan.
    3. Monitoring, supervising & training sales force in own territory.
    4. Reviewing own sales performance, aiming to meet or exceed targets.
    5. Monitoring competitors' activities & reporting accordingly.
    6. Gathering market and customer information & SWOT/ROI analysis.
    7. Assist ensuring promotional activities executed accordingly.
    8. Analyzing distribution channel viability & distribution opportunities.
    9. Assisting Product availability and visibility.
  - 15<sup>th</sup> September, 2014 to 9<sup>th</sup> April, 2015; **Dohatec New Media;** Position: Marketing Executive.  
*Duties & Responsibilities:*
    1. Developing digital certificate's marketing plan for local and international markets.
    2. Developing financial proposal for tender participation.
    3. Giving sales presentation and manage sales campaigns of digital certificates.
    4. Participate in key industry networks, associations, and conferences and events.
    5. e-sign brand building and customer relationship management.
    6. Providing Electronic Government Procurement (e-GP) training to tenders.

## Education:

- **MBA-2015** Major in **Marketing** and **Finance and Banking** (Dual Major).  
IBA-JU  
Jahangirnagar University, Savar, Dhaka.  
[CGPA-3.69 on the scale of 4.00  
Key Achievement: **Top scorer of Summer 2015.**
- **BSS-2012-** Department of Social Work  
Shahjalal University of Science & Technology, Sylhet.  
[CGPA-3.15 on the scale of 4]
- **HSC-2006** (Science Group), M.C.College, Sylhet board.  
[GPA-3.60 on the scale of 5]
- **SSC-2004** (Science Group), Natural Gas Fertilizer Factory School, Sylhet board.  
[GPA-4.50 on the scale of 5]

## Training

- Attended 16 hours training on **Unmasking the Sales Opportunity** organized by **New zealand Dairy Products Bangladesh Ltd.**
- Attended 16 hours training on **Essential Territory Sales Management & Distribution Excellence** organized by **New zealand Dairy Products Bangladesh Ltd.**
- **1 month** long **FTFL** (Fast Track Future Leader) foundation course completed at BARD, Comilla as a **Management** trainee which is residential training program. The training program is organized by World Bank, LICT, Bangladesh Computer Council.  
Key Achievement: **Crest of Honor.**
- **2 months** long **FTFL** track specific training at Insight Institute of Learning. Here I exposed with different industry related people sharing practical experiences and theoretical learning on Marketing, Finance, HRM & Operations.

## Key Success:

- My business plan “Hisabbondhu” **won in the business case competition** in the 3<sup>rd</sup> Leadership Summit-2014 held in 22<sup>nd</sup> March, 2014 at Radisson Blu Water Garden Hotel, organized by *Bangaldesh Brand Forum*.

## Computer Literacy:

- **CCNA** Exploration 4.0 academy certificates: Network Fundamentals, Routing Protocols and Concepts, LAN Switching and Wireless, Accessing the WAN.
- Network simulation tools: **Cisco packet tracer 5.3.1**
- Network management and troubleshooting knowledge.
- Knowledge about routing protocol, TCP/IP, VLAN, LAN, WLAN, MAN, 802.11 b/g/n wireless network, DHCP, NAT, PAT, VLSM etc.
- Excellent at **typing** in both English and Bangla.
- Excellent in **MS office** application packages: MS word, MS Excel, MS Access, MS Power point.
- **IBM SPSS** version 20.
- Database management knowledge: SQL (query & manipulation).
- Website designing knowledge: HTML, CSS.

- PDF tools: Adobe Acrobat Pro Extended edition, Nitro Pro 9.
- Video editing software: Cyberlink Power Director version 12.
- Basic software and hardware troubleshooting knowledge.

### Research Work:

- Conducted marketing research on “**Market characteristics of classified advertisement website in Bangladesh: A study of consumer perception.**”
- Conducted a research on “**Health service quality and its effect on consumer’s satisfactions and loyalty.**”
- Conducted social research on “**Psycho-social study of the people of Tukar Bazar union parishad**” as a one week campaign project.
- Conducted a research called “**Violence against Women in Bangladesh**” which is a research based on secondary source of data.

### Other Experiences:

- I have completed my internship from Voluntary Association of Rural Development (**VARD**), a renowned NGO of Bangladesh.
- Attend a workshop on “women empowerment” organized by the department of social work, supported by “We Can”.
- As my academic curriculum, I have prepared different kinds of seminar papers and presented them to the audience.

### Communication skills:

- Proven capacity of writing effective **business letters** and handle business communications.
- Excellent in speaking and Writing Bangla
- Very good competence in speaking, writing and listening English.

### Personal details:

Father’s Name	: Mohammad Hossain
Mother’s Name	: Nurjahan Begum
Permanent Address	: Word No: 03, East Laxminarayanpur, Sadar; Noakhali
Date of Birth	: 1 <sup>st</sup> October, 1989
Nationality	: Bangladeshi (by birth)
National ID	: 9113571428776
Religion	: Islam

### References:

#### **Dr. Mohammad Baktiar Rana**

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#### **Ahmed Jahid**

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