



MD. AMINUL ISLAM (SAIF)

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CAREER OBJECTIVE

From the outset, I wanted to accelerate my career in sales, customer service & business development field and in connection With that, I want to secure a challenging position in any of those track in a reputable organization to take my learnings, knowledge and skills to another level. Looking forward to utilize my business development skills, sales capabilities and marketing oriented skills in the best possible way to achieve the organization's goals and to contribute in company's growth as well.

CAREER SUMMARY

Sales & marketing professional with 8+ years of experience in B2C sales, marketing, business development & consumer service track. Had the opportunity to work in some significant campaigns of Nokia EA & Microsoft Mobile Devices sales through market express Ltd. Currently I have been playing the role of asst. manager (sales & marketing) at H. kabir & Co. Ltd. I am proficient at building and maintaining professional relationships and devoted as well as committed for the amelioration of the organization.

HIGHLIGHTS

- Computer skills including Excel, Word and PowerPoint
- Skilled in long-term & short-term planning & execution
- Work effectively in a team, contribute to team objectives, communicate effectively with team members, respect, listen to and encourage team members
- Focused and goal-oriented
- Proven knowledge and execution of successful development strategies
- Excellent interpersonal skills and the ability to establish, develop and maintain business relationship in addition to excellent presentation and negotiation skills

CAREER HISTORY

01/2018 to current

Asst. Manager, Sales & Marketing
H. Kabir & Co. Ltd. (Diplomatic Warehouse)
(A sister concern of Union Group)

- Communicating with the foreign diplomats & foreign nationals
- Present sales, revenue and expenses reports and realistic forecasts to the management team
- Assist to create a sales pipeline to ensure a constant stream of sales
- Assist management in forthcoming products and liquidating old stocks.
- Maintaining quality service by establishing and enhancing organization standards through Sales team
- Keeping In-bond & Ex-bond register up to date for custom's audit purpose
- Communicate with C&F agent to release product from port in due time.
- Guide sales team to maintain and developing good relationships with the consumers through personal contact or meetings

- Achieve growth and hit sales targets by successfully managing the sales team

Special Achievements

- Improved the product availability by regularly communicating with the vendors.
- Developed and implemented a sales forecast system that dynamically predicted future sales.
- Contributed in the annual targeted sales through executing various sales promotion
- Designed and implemented strategic business plan, in various situation for the betterment of the organization

12/2015 to 12/2017

Business development Specialist,

Cellular Mobile (pte) Ltd (A sister concern of Union Group)

- Develop relationships with Retailers & stakeholders in an effort to grow business and help company expand
- Communicate with sales team & FF team to ensure proper & better result
- Production and implementation of all in store activities, including point of sales materials and promotions
- Ensure that the local feedback is consider by regularly visiting retail chain.
- Collaborating with national field operation manager for implementation of all in store activities, including point of sales materials and consumer promotions
- To develop market strategies, market development and key account plans based on agreed targets and budgets
- Identify long term business opportunities with the retail partners
- Monitor and benchmark competitive products, market requirements and competitive business strategies
- Carrying out Market Survey through SR's

Special Achievements

- Established a good relationship with the retailers through regular visit
- Increased the sales volume in retails by ensuring product availability & quality service through Sales team & FF team.
- Increased the coverage of data collection from 90% to 100% outlet for Field representative
- Increased the merchandising coverage of general retail outlets through FF team from 70% to 80%

06/2011 to 11/2015

Brand Promoter

**Market Express Ltd.(project of Nokia EA & Microsoft mobile devices)
Territory (Dhanmondi, Motijheel, Uttara & Gulshan)**

- Deal with consumer and according to the consumers' need offer them the relevant solution
- Demonstrated product to consumers in store through live demo devices
- Meet the monthly sales target
- Disseminate the consumer promotion to store coming consumer
- Provide after sale service to every consumer
- Building relationship with the consumer
- Making sure all the live demos are fully charged & working
- Making sure the POSM are placed on the right place
- Day end report sending to supervisor

Special Achievements

- Selected as one of the best **Brand Promoter** at Microsoft devices sales and achieved a trip to Thailand for outstanding sales performance
- Certified in Nokia field force certification program in May 2013

Academic Qualifications

Exam Title	Concentration/Major	Institute	Passing Year	Achievement
EMBA	Marketing	Jahangirnagar university	continuing	-----
Bachelor of Social Science	Economics	East West University	Spring, 2016	76% marks (Grade B)
HSC	Science	Ideal College	2009	Grade A-
SSC	Science	Rajdhani High School	2007	Grade A

LANGUAGE PROFICIENCY

BANGLA	Fluent in Reading, Writing, Listening & Speaking
ENGLISH	Fluent in Reading, Writing, Listening & Speaking
HINDI	Fluent in Speaking

MEMBERSHIPS

10/05/2012 to present **Healers 'Club** (Social voluntary organization)
Executive Member

HOBBIES & INTERESTS

- Travelling
- Playing outdoor & indoor sports
- Reading Books

REFERENCE (s)

Md. Farid Hossain

Chairman

H. Kabir & Co. Ltd.

A concern of Union Group

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