**Summery**

I am self-motivated, creative, and have an excellent ability to build rapport. I have 8+ years’ experience in marketing strategic initiatives like product launching, product innovation, brand recognition, and customer relationship management (CRM). And PR related events & activities including design and built relation with media and newspaper people, and reviews the online contents. I have joined as an “IVR Officer” in 2008 ended up my journey as a “Manager”, 2017. Ekhnaei.com has given me an enthusiastic work environment culture, facilities, and growth opportunities, positive and friendly between employees and employers, corporate growth environment to established skills and qualities.

**Professional Experience:**

Sales associate manager (July 2018 – July 2020)

Neffos, a TP link company, Malaysia

* Maintain accurate reports of the sales target achieved by each member in the team and help them in achieving their sales target
* Ensure that the sales targets have either been met or exceeded
* Delegate the work according to the priority so that maximum sales are recorded
* Provided refresher trainings periodically to brush up the selling skills and inspire them to achieve more sales
* Able to tap and identify new potential market areas

Store manager (October 2017- June 2018)

Qmart, Malaysia

* Overall care of staff and their well being
* Team development and training
* Problem solving and handling all circumstances.
* Product management, including ordering, receiving, price changes, handling damaged products and returns.
* Maintaining vendor and their payment.

Manager, (February 2013– February 2017)

Ekhanei.com, Schibsted, and Telenor Joint Venture company

* Research, plan and implement long term development strategies for product categories.
* Successfully launched C2C activation campaign joint venture with Grameenphone.
* Maintain incremental growth by expanding activation campaign to entire Bangladesh.
* Secure financial asset by leading in-house Door2Door ambassador’s campaign.
* Motivate employees with effective training, development, and goal setting, and given feedback.
* Initiate data post-campaign evaluation and support the concept of performance.
* Started category wise private data collection like: car, motorcycle, rent house/apartment, and fashion related.
* Prepare comparative monthly analysis with competition’s data (performance, likes, data, and reach).

Executive, Customer Service,

GPIT, Bangladesh, (November 2011 – February 2013)

* Resolved customer issues and promote brand loyalty, and referral business.
* Consistently making standard customer service by providing quality service.
* Implement a priority response system to improve customer satisfaction.
* Analyze daily customer inquiries, service requests, and complaints.
* Monitored Post data moderation, and identifying fraud users

IVR Officer

Cellbazaar.com, (15th July 2008 -31st October 2010)

* Moderate incoming data and taking approval/decline decision.
* Accumulate category wise data and ensure the quality through phone calls.
* Post moderation, category wise field surveys, and generate data report.
* Accumulate category wise data and ensure the quality through calls and upload it through IVR 3939 daily.

**Core Competencies**

* Market knowledge and expert in communication.
* Creative and problem solving.
* Team-oriented and leadership skill.
* Strong analytical and database skills.

**Technical Skill**

* Google analytics
* Digital advertising
* Proficient in Microsoft office
* Survey research, Gantt chart and SPSS

**Achievement:**

* Tracking the marketing material's brand identity is in line with “Asiatic Agency”.
* Managing marketing budget and analyzing the performance of advertising.
* Achieved best concept award by introducing digital “Haat” concept collaborating with “Grey Agency”.
* Build brand loyalty and inspire 2M+ new followers on Facebook and social media with Asiatic.
* Improved cross-functional team (activation, telemarketing, and customer service).
* Monitored brand’s growth and business development through WOW workshop.
* Translated site features, menus, and tests from English to Bengali..
* Product testing, user testing, and optimization of web and mobile platform.
* Improved efficiency of Customers care department by introducing Zendesk system.
* Arranged annual outing program to promote company culture with team.
* Successfully recruit candidate as per company requirements
* Persuasive negotiator to deal with agency and vendor.

**Education**

* Masters in Business Administration (MBA), Segi College, Subang Jaya, Malaysia, in collaboration with Sunderland, UK. Awarded: 2019. Areas: Project Management, Managing Innovation & Technology transfer, Global corporate strategy, International business, Managing, and leading people, Financial Management, Survey research.
* Bachelor of Arts, English literature. National University, Rajshahi College, Rajshahi Bangladesh. Awarded: 2000. English literature, History & philosophy.