# Amit Chandra Das Pic.jpg

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**Address** 215 Malibagh Karapur House Dhaka-1217

**Career Objective** To work in challenging and dynamic environment which gives me opportunity to add value to the company

and enhance my knowledge and continuous development of upgrading knowledge by execution of vested

responsibilities by the organization with loyalty and integrity.

**Career Summary** Intend to work in a challenging and competitive environment where strong sense of responsibility and

Commitment requires, where dignity of work provides job satisfaction and the place of work provides

Potential avenues for learning and growing.

**Professional Excellence**

* Working as an Event Coordinator Manager at Venus Group.
* Worked as an Marketing Manager in Burger n Boost Bangladesh to achieve the country wise business expansion goals for establishment of 3 outlets
* Worked in a Call Center as a Team Leader in Greymatter Communication Ltd.
* Worked as a Event Organizer in Full-House organization where 3 big event held after joining in 4 months.
* Worked as a Brand Ambassador in Marlboro Tobacco under Sky tracker Ltd.
* Worked as Operation Branch Manager at ACI Logistics (Shwapno).
* Worked as Trade Market Specialist at Akij Group(Tobacco).
* Working and Maintaining Event Management Firm “DreamCatcher”

**Work Experience**

**Company Name:** **Samsung Electronics**

**Designation:** Territory Officer

**Department:** Sales and Marketing

**Duration:** May 02,2019 to Continuing

**Job Responsibilities:**

**Sales and Marketing**

* Planning , Leading & monitoring of sales & marketing entire region.
* Analyzing marketing budgets periodically including manpower planning initiatives and ensure adherence to planned expenses. Providing direction to execute promotions/ launches in sync with regional characteristics.
* Building brand focus in conjunction with operational requirements.
* Ensuring maximum brand visibility and capturing optimum market shares.
* Driving and leading the team to achieve targets and goal sheets given by the company.

**Company Name:** **International Consumer Products Bangladesh Ltd**

**Designation:** Senior Territory Manager

**Department:** Sales and Marketing

**Duration:** August 1, 2017 to April 30,2019

**Job Responsibilities:**

**Sales and Marketing**

* Planning , Leading & monitoring of sales & marketing entire region.
* Analyzing marketing budgets periodically including manpower planning initiatives and ensure adherence to planned expenses. Providing direction to execute promotions/ launches in sync with regional characteristics.
* Building brand focus in conjunction with operational requirements.
* Ensuring maximum brand visibility and capturing optimum market shares.
* Driving and leading the team to achieve targets and goal sheets given by the company.

**Key Account Management**

* Developing relationships with key decision makers in target organizations for business development.
* Understanding the client’s requirements & providing quality services.
* Identifying prospective clients from various sectors, generating business from the existing clients, thereby achieving business targets.
* Evolving market segmentation & penetration strategies to achieve targets.

**Channel Management**

* Identifying financially strong and reliable dealers resulting in deeper market penetration and reach.
* Evaluating performance & monitoring dealer’s sales and marketing activities.
* Monitoring dealer sales & marketing activities; implementing effective strategies to maximize sales and accomplishment of revenue and collection targets.
* Managing change and driving new initiative at dealer network in line with strategic plan set.

**Client Servicing**

* Assessing the customer feedback, evaluating areas of improvements with regular scientific analysis for evolving newer growth patterns of the brand.
* Maintaining excellent professional relations with clients to generate avenues for additional business.

**Team Management**

* Leading, mentoring & monitoring the performance of the team to ensure efficiency in process operations.
* Meeting of individual & group targets.

**Company Name:** **Akij Group**

**Designation:** Trade Market Specalist

**Department:** Sales And Marketing

**Duration:** Nov 26, 2016 to Jul 30, 2017

**Job Responsibilities**-

* Implement Area Business plan and promotion programs
* Ensure Trade Marketing Coverage
* Ensure optimum utilization of all company resources and marketing tools
* Monitor and administration of trade promotion and discounting activities, Field Force evaluation, Merchandising & Contract Merchandiser record keeping
* Ensure excellence in execution of cycle activities
* Supervise and monitor Distributor Field Force and Contract Field Force
* Develop, manage and guide Territory Sales Assistant and Distribution Field Force
* Identify Merchandising & panorama opportunity and execute
* Identify cluster for consumer engagement activities
* Execute trade engagement programs
* Coordinate Modern Trade outlets along with concerned line Manager and take lead in absence of Channel team’s coverage for modern trade

**Company Name:** **ACI lOGISTICS**

**Designation:** Assistant operation Manager

**Department:** Operatio[[1]](#endnote-1)n

**Duration:** Jan 11, 2015 to Sep 13, 2016

**Job Responsibilities-**

* Completes store operational requirements by scheduling and assigning employees; following up on work results.
* Maintains store staff by recruiting, selecting, orienting, and training employees.
* Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
* Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
* Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
* Ensures availability of merchandise and services by approving contracts; maintaining inventories.
* Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.
* Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
* Secures merchandise by implementing security systems and measures.
* Protects employees and customers by providing a safe and clean store environment.
* Maintains the stability and reputation of the store by complying with legal requirements.
* Determines marketing strategy changes by reviewing operating and financial statements and departmental sales records.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
* Contributes to team effort by accomplishing related results as needed.

**Academic Details**

* MBA (Major: Marketing), Dhaka International University CGPA 3.73 out of 4, passing year 2014.
* Bachelor in Business Administration, East West University, Dhaka. CGPA: 2.72 in the scale of 4 (76% marks). Passing year, 2012 (Major: Marketing Minor: HRM)
* H.S.C. in Business Studies, Dhaka City College , Dhaka, CGPA- 4.90, passing year 2008
* S.S.C. in Business Studies, Khilgoan Govt. Boys’ High School, Dhaka, CGPA- 4.81, passing year 2006.

**Training** **Title:** Time Management

**Institute/ Organization:** ACI Center

**Duration:** May 4, 2016 to May 4, 2016

**Description:** Time Management

**Training Hour:** 7 Hours

**Title:** Positive thinking

**Institute/ Organization:** ACI Center

**Duration:** Aug 9, 2016 to Aug 9, 2016

**Description:** POSITIVE THINKING

**Training Hour:** 7 Hours

**Key Skills**

* Excellent oral and written communication skills
* Good presentation and organizational skills
* Good command in English reading, writing, speaking, listening and understanding.
* Knowledge of MS Office (Excel, PowerPoint, Word)
* Sales strategies planning and distribution.
* Management of workforce and distribution of work.
* SWOT analysis, 4p, 4c of marketing, market Segmentation
* Knowledge of L/C and international Business operation
* Knowledge about international finance and it’s operation
* Knowledge of supply chain management.
* Knowledge of business developments and business planning.
* Having entrepreneurial abilities and knowledge.
* Knowledge of Complete business research method and application.

**Personal Details**

Father's Name Narayan Chandra Das

Mother's Name Babli Rani Das

Date of Birth Mar 18, 1990

Marital Status Single

Religion Hinduism

Nationality Bangladeshi

Blood Group O+

Marital Status Unmarried

**Reference(s)**

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| --- | --- |
| Name: Babul Saha Roy  Organization: ICP  Designation: Regional Sales Manager  Address: House-24 Road-79 Gulshan-2  Mobile: 01952244028  E-Mail: babul.roy@gmail.com  Relation: Professional | Name:            Mahbub Zubayer  Organization:    East West University  Designation:     Senior Lecturer  Address:          East West University  Aftabnagar,Rampura  Mobile:           01715401402  E-Mail: zubayer.mahbub@gmail.com  Relation:          Academic |

**Certification:**

I do hereby declare that the above information is true and correct.

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**Amit Chandra Das.**

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1. [↑](#endnote-ref-1)