

M.A.MAHMUD

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Linkedin ID: M. A. Mahmud

**Personal Website:** [**www.mahmud19.5u.com**](http://www.mahmud19.5u.com)

Career Objective:

Positioning as a self-motivated team player in an esteemed organization that insists creativity, analytical ability, interpersonal skills and smooth responsibility for attaining excellence.

Employment History:

1. **Brand Manager** (Jan.01, 2015 – Continuing)
2. **Executive, Product Management** (Jan.07, 2014 – Dec. 31 2014)

**SQUARE Food & Beverage Ltd.**

Company Location: Mohakhali, Dhaka

Department: Marketing

Duties/Responsibilities:

* Brand Planning for the assigned product category
* Monthly and yearly budgeting to gain the ultimate promotional objective
* Event & activation planning and execution
* Sales forecasting and sales performance tracking
* Trade marketing to ensure the better product availability
* New product development & launching initiatives
* Agency management for promotional and creative support
* Factory operation follow-up for smooth product supply
* Consumer & retail survey for better market understanding

Achievement:

* Achieving YTD 120% sales target with 33% growth by intensive sales tracking and trade marketing initiatives.
* Launching New Products: Mixed Fruit Jam, Mixed Pickle, Ketchup Family Pack, Hot Tomato Sauce
* Completing feasibility study for Instant Noodles and further initiatives for project launch

1. **Executive, Marketing Research** (Sept.12, 2011 – Jan.06, 2014)

**SQUARE Consumer Products Ltd.**

Company Location: Mohakhali, Dhaka

Department: Marketing

Duties/Responsibilities:

* Plan, implement, coordinate & control market research activities
* Investigate market activities of own and competitors
* Analyze market information and prepare report on regular basis
* Determine market size, market share & industry growth of different products
* Identifying new product idea and prepare feasibility plan
* Initiating digital marketing tools for better reach of the brand and activities

Achievement:

* Establishing Own Retail Audit Mechanism for Regular Market Assessment
* Conducting FGD & DI for Several Products
* Introducing Various Digital Marketing Tools

1. **Executive (Brand) FMCG Division** (July 08, 2009 – Sept. 10, 2011)

**Meghna Group of Industries**

Company Location: Uttara, Dhaka

Department: Brand Marketing

Duties/Responsibilities:

* Planning and executing brand building campaigns that establish strong positioning.
* Working with related stakeholders agencies (Creative, Event, ATL media) to develop & implement effective promotional campaign & brand exposure.
* Setting trade marketing programs and monitoring accordingly.
* Implementations of Marketing Initiatives through vendors, factory, depot and sales team.
* Design, development and distributions of marketing collateral.
* Conducting Mkt research, Mkt intelligence, BTL activities, training, presentations, service initiatives.
* Regular interaction with the customer and field force to accumulate the product and service complain and solving through proper channels.

Achievement:

* Re-launching of FRESH Milk Powder Pack
* Successfully Completed the Re-Launching Campaign of FRESH Milk Powder
* Implemented Mystery Shopper, FGD & Retail Audit projects for FRESH Milk Powder
* Dealing the Sponsorship Events with National Cricket Board for One Year
* Planning & Implementation of DITF Mega Pavilion Brand Promotion for Two Times
* Re-launching of Corporate Website

1. **Executive, Strategic Planning & Account Management** (April 23–June 30, 2009)

**Papyrus Communications Ltd.**

Company Location: Banani, Dhaka

Department: Account Management

Duties/Responsibilities:

* Conducting market research to find out product category overview & consumer insight
* Developing strategic insight to establish a strong brand communication theme
* Identifying brand activation ideas & preparing market communication strategy
* Maintaining day to day activities of assigned clients

1. **Intern** (December 02, 2007 - March 02, 2008)

**Advanced Chemical Industries (ACI) Ltd.**

Company Location: Tejgaon, Dhaka

Department: Marketing, Agri-business

Project Assigned: Role of storage in the marketing of food grain in Bangladesh.

1. **Research Associate** (November 10, 2007 - July 10, 2008)

Mrs. Diana Ansarey, Lecturer, ASA University Bangladesh

Duties/Responsibilities:

* Collection and analysis of data on assigned articles
* Assistance in preparation of Service Marketing and Business English course papers
* Critical analysis of the relevant cases on Service Marketing and Business English

Academic Qualification:

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| --- | --- | --- | --- | --- | --- | --- |
| **Exam. Title** | **Concentration / Major** | **Institute** | **Faculty/ Board** | **Division/ GPA** | **Passing Year** | **Duration** |
| **M.B.A.** | Marketing | University Of Dhaka | Faculty of Business Studies | 3.38/4.00  (85%) | 2009 | 01 year |
| **B.B.A.** | Marketing | University Of Dhaka | Faculty of Business Studies | 3.53/4.00 (88%) | 2007 | 04 years |
| **H.S.C.** | Business Studies | Notre Dame College | Dhaka | First (69%) | 2002 | 02 years |
| **S.S.C.** | Business Studies | M.D.C. Model Institute | Dhaka | First\* (81%) | 2000 | 02 years |

Training And Workshop:

* **“Quality Management System Internal Auditor Training (ISO 9001:2008)”**

Institute: **Intertek Bangladesh Limited**

Duration: 27-28 Sept, 2013.

Topics Covered: ISO objective & process, Related clause and implication, audit procedure.

* **“Digital/On-line Marketing - New Era of Brand Management”**

Institute: **bdjobs.com**

Key spoke person- Shahriar Amin, Head of Marketing, Philip Moris Inc.

Duration: 13th April, 2013.

Topics Covered: Digital Marketing Tools for Effective Brand Management

* **“Digital Marketing Summit 2012”**

Institute: **Go Brand & Arrival Communication**

Key spoke person- Renowned business entities, corporate body & academia.

Duration: 31st March, 2012.

Topics Covered: E-marketing, Brand engagement in the digital space, Online user behavior, Digital advertising, Power of alternate media.

* **“World Marketing Summit”**

Institute: **Ministry of Foreign Affairs, Bangladesh**

Key spoke person- Professor Philip Kotler And other 70 star speakers from reputed global business entities, corporations & academia.

Duration: March 01 – March 03, 2012.

Topics Covered: ‘Creating a better world through marketing’ with consideration of Food security and optimum consumption, appropriate education for enhanced livelihood options, access to health, and waste reduction and waste management.

* **“Research Proposal Workshop”**

Institute: **Australia Bangladesh Education Consultants Ltd.,** Dhaka

Key spoke person- Dr. Dieter Fink, Associate Dean, Edith Cowan University, Perth, Australia

Duration: 22nd October, 2011 (9.00 am to 5.00 pm)

Topics Covered: Research Proposal, Concepts, Design, Execution and Criteria for Research Quality.

* **“Brand Management and Setting the Product in a Competitive Market”**

Institute: **Bangladesh Institute of Management (BIM)**, Dhaka

Key spoke person- Dr. Uttam Kumar Datta, Management Counselor, BIM.

Duration: Two Weeks (45 hrs), March 22 – April 02, 2009.

Topics Covered: How to build and manage product mix and product line, Better brand decisions to establish a brand, Win competitive strategy through setting a branding strategy, Role of packaging and labeling in setting a brand.

* **“Branding for Bangladeshi Business”**

Institute: **bdjobs.com.**

Key spoke person- Shahriar Amin, Head of Brand, **Grameenphone Ltd**.

Duration: 25 December, 2008 (9.00 am to 5.00 pm)

Topics Covered: Brand building techniques, Practical view of branding in Bangladesh, Related activities regarding effective branding

* **“Effective Business Communication”**

Institute: **bdjobs.com.**

Key spoke person- Rubaiyat A. Tanzeen, Head of Training & Development, **Banglalink**.

Duration: 20 June, 2008 (9.00 am to 5.00 pm)

Topics Covered: Business communication techniques, body language, self grooming.

Language Proficiency:

Have a good written and verbal communication skill in:

* **Bengali** *(As Mother Language)*
* **English** *(As International Language)*
* **French** *(One year junior certificate course completed from IML, University of Dhaka)*

Computer Proficiency:

Excellent theoretical and practical knowledge on:

* **Operating System** : MS-Windows 2000, XP, 2007
* **Application System** : MS-Word, Excel, PowerPoint, Publisher, Photoshop
* **Internet** : Browsing, Downloading & Web Developing.
* **Hardware & Software** : Basic.

Extra Curricular Activities:

* Carried out tutorship to be self-dependent throughout the student life.
* Member of Notre Dame Adventure Club (2000-2002)

# Key Qualities:

* Strong desires for leading an honest life with dignity.
* Aspiration to build a career showing superior performance.
* Hard working, sincere and eager to learn.
* Feel excited to create something different, unique and innovative.
* High intention to dedicate thyself for company's prosperity.

Personal Details:

Father’s Name : Md. Mostafa Kamal

Mother’s Name : Akimun Nessa

Date of Birth : 19th April, 1985.

Gender : Male.

Marital Status : Unmarried.

Religion : Islam.

Nationality : Bangladeshi by birth

National ID : 2696402548727

Height : 5.8’’

Blood Group : ‘O’ (+)ve

References:

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| --- | --- |
| Reference (01): Ln. MOHIUDDIN AHMED  Advocate & Tax Consultant  Bangladesh Supreme Court  Cell # 0191-1355240. | Reference (02): Sayedul Azhar Sarwar  AGM, Brand  Danish Foods Ltd. PARTEX-Star Group  Cell # 01711-331672/01926-999949 |

I do earnestly declare that the information presented here is true and accurate portrayal of my background.

**M. A. Mahmud**