



## CONTACT ME

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## EDUCATION

### Master of Business Administration

Bangladesh University of Professionals

Running

### Computer Science and Engineering

Southeast university

2013 - 2017

## PROFESSIONAL CERTIFICATES

### Inbound Sales

**HubSpot Academy**

Issued Apr 2024 • Expires May 2026

[See credential](#)

### Social Media Marketing

**HubSpot Academy**

Issued Apr 2024 • Expires May 2026

[See credential](#)

### EF Standard English Test

**Standard English Test (EF SET)**

[See credential](#)

# Md. Naimul Islam

## Business Development Professional

## SUMMARY

Self-motivated business development professional with 5+ years of skilled experience in FinTech, IT, ERP, EMS, and SAAS industries. Determined to boost the organization's reputation by providing impeccable customer support. Eager to leverage analytical and technical skills to drive business growth.

## WORK EXPERIENCE

### Affiliate Sales Manager

2023 - Present

#### REVE Chat | REVE Systems | Live chat & Chatbot

- Manage and grow the company's affiliate program.
- Set sales targets and support affiliates in achieving them.
- Provide training and marketing materials to affiliates.
- Conduct demos to effectively showcase product features and benefits to potential customers and affiliates resulting in a 20% increase in conversion rates.
- Provide technical support and expertise to address customer and affiliates inquiries and ensure customer satisfaction.
- Manage the entire sales cycle, from prospecting and lead generation to closing deals and onboarding new clients.
- Meet or exceed sales targets on a consistent basis and regularly report on sales performance to senior management.
- Train and mentor sales team members, providing guidance and feedback to help them improve their skills and achieve their targets.
- Develop and maintain a deep understanding of the live chat industry landscape, including competitor offerings and market trends.
- Attend industry conferences and events to build relationships, generate leads, and stay up-to-date on industry developments.
- Ensure high levels of customer satisfaction by providing exceptional customer service and support to clients throughout the sales process.

### Senior Executive, Business Development

2017 - 2022

#### shurjoMukhi Limited | shurjoPay | FinTech

- Achieve sales targets and KPIs established by the company
- Collaborate with internal teams to align strategies and enhance customer satisfaction.
- Attend industry events and network to generate leads and promote the company.
- Monitor the Education Management System (EMS) team to ensure smooth service.
- Train the Education Management System (EMS) clients.
- Configure Merchant IDs of different payment instruments.
- Design online based campaigns and communicate with all the campaign participants.
- Generate refunds for different payment instruments as per the policy.
- Build long-term B2B relationships with web and app developers.
- Monitor market trends, potential opportunities, and competitor activities and report to line managers.
- Develop sales tools like presentations, reports, and proposals to showcase the benefits of products/services.
- Foster relationships with existing clients to identify and capitalize on business expansion opportunities.
- Conduct regular visits to potential customers to secure merchant and partner acquisition deals.
- Maintain liaison with Agrani Bank, AB Bank Limited, Trust Bank Limited, and Trust Axiata Digital Limited to ensure smooth service for the Education Management System (EMS) clients.

## SKILLS

- Sales
- Inbound Sales
- B2B Sales
- Key Account Management
- Fintech
- Payment Gateway
- Live Chat
- Chatbot
- Customer Service
- Communication
- Retention
- Negotiation
- Collaboration
- Team Building
- Competitive IT Knowledge
- Adaptability
- Social Media Ma

## KEY ACHIEVEMENTS

- Successfully developed an EMS Portal for AB Bank Limited School Banking.
- Established B2B Partnership with 22 companies in the web development industry.
- Established B2B Partnership with 13 companies of EMS & ERP solution provider industry.
- Onboarded 16 education institutions in a calendar year.
- Collected the highest one-time charge for shurjoPay in a month which is 47% higher than the average one-time charge collection.
- Developed the Digital EMI for shurjoPay.

## ADDITIONAL

- **Technical:** Microsoft Office applications (Word, Excel, PowerPoint), Google web-based application (Google Docs, Google Sheets, Google Slides, Google Forms), Adobe Photoshop, Canva.
- **Languages:** Fluent in English and Bangla; Conversational Proficiency in English and Bangla.
- **Hobbies:** Traveling, Reading Books, Guitar Playing.

## Key Mentionable

- Developed an in-house Education Management System (EMS) and implemented the system in over 10+ educational institutions in a span of 6 months.
- Developed Online Paperless EMI feature.

## REFERENCES

### Muzdalif Ahmed Razon

Business Development Manager

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### Ridwan Ahmed

Senior Sales Manager

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